

FOR IMMEDIATE RELEASE

Contact:

Andrew Lieb
JRL Group
(847) 291-7080 x202
andy@jrlgroup.com

**ALL THE PIECES COME TOGETHER FOR NEW
ENCYCLOPAEDIA BRITANNICA LICENSED PARTNER**

Deerfield, Illinois, February 9, 2010-JRL Group, a leading full-service licensing and marketing agency has negotiated a new licensing arrangement for Allied Products Company to develop and market a line of wooden and cardboard puzzles under the Encyclopaedia Britannica brand.

Allied will produce a full line of Encyclopaedia Britannica branded puzzles under both its Springbok and Majestic puzzle lines. "America the Beautiful," the first Britannica puzzle, will be on shelves in early 2010.

"We are delighted to have Allied on board to deliver Encyclopaedia Britannica's rich content and extraordinary images to puzzlers of all ages," said Andrew Lieb, President, JRL Group. "By tapping into Encyclopaedia Britannica's vast library, Allied will have endless opportunities to create enjoyable, innovative and challenging new products under the Encyclopaedia Britannica brand."

"We view this new opportunity as a great partnership between two long standing brand names in Springbok and Britannica," Steve Streit, Director of Licensing and Product Development for Allied Products Company.

"Both Springbok and Majestic puzzles, with over 48 years of experience and quality products, will be a wonderful addition to the Encyclopaedia Britannica family," said Steve Gilberg, Director, Licensing & Syndication for Encyclopaedia Britannica.

The Encyclopaedia Britannica Springbok puzzles will be sold at a wide selection of gift and specialty stores including Hallmark, while the Encyclopaedia Britannica Majestic puzzles will be sold at retailers such as Barnes & Noble and Hobby Lobby.

This new line of Encyclopaedia Britannica puzzles will be available at retail stores beginning in early 2010. These puzzles will complement the recent launch of the Encyclopaedia Britannica licensing program which includes branded science books, interactive puzzles, plush and more.

About JRL Group

JRL Group, headquartered in Deerfield, Illinois, is a full-service licensing and marketing agency specializing in the development and extension of corporate brands, trademarks, and sports and entertainment properties. JRL Group represents a broad range of clients in automotive, retail, sports, entertainment, publishing, and home fashion industries. The company's website address is www.jrlgroup.com.

About Encyclopaedia Britannica

Encyclopaedia Britannica, Inc. (www.britannica.com) is a leader in reference and education publishing whose products can be found on many media, from online to mobile phones to books. A pioneer in electronic publishing since the early 1980s, the company continues to publish the 32-volume *Encyclopaedia Britannica*, along with a variety of educational Web sites and software serving both the consumer and institutional markets. Britannica's editorial operation is overseen by some of the world's most distinguished scholars. The company makes its headquarters in Chicago.

About Allied Products Company

Since 1965, Allied a 56 year old Manufacturing and Product Development concern, has performed work both as a manufacturing facility and a sub-contractor. In 2002 Allied entered into an agreement with Hallmark Cards Corp. to continue manufacturing Springbok puzzles a 48 year old gift and specialty premier puzzle line. Over 4,000 retailers currently distribute the Springbok puzzle brand. Springbok's extreme popularity continues to grow to this day as the Springbok brand name is the most sought after and collected puzzle brand in the gift industry.