



**For Immediate Release**

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**JRL GROUP TO REPRESENT RACEGIRL® APPAREL**

**Deerfield, Illinois (February 14, 2005)**--JRL Group, Inc., a full service licensing and marketing agency, has been retained exclusively by RACEGIRL® apparel to develop and manage a comprehensive licensing program for the race world's leading women's apparel manufacturer. RACEGIRL embodies a lifestyle that's both feminine and daring and is the world's leading brand of STREETWEAR gear for women.

"RACEGIRL is a unique line of apparel, and has a lot of energy as a brand," stated Andrew Lieb, President, JRL Group. "We're thrilled to be on board and look forward to extending this line beyond the racetracks."

RACEGIRL speaks to the female racing fan, and is designed to be both feminine and fashionable. **USA Today** notes that RACEGIRL is the fastest growing apparel brand in the motor sports sector, outselling all the other female brands combined.

The philosophy behind the brand is geared toward empowering women. Their tagline is--"Go ahead we dare you- be the best you can be." It's this inspiration that defines them, with apparel for women and girls in all shapes and sizes from 2T for toddlers and all the way up to Plus sizes for women. Their concept of "Clothes for Living" offers apparel and accessories beyond the race track for almost any occasion.

Categories available for licensing include apparel; sleepwear; accessories; backpacks; luggage; cosmetics; perfume; footwear; watches; headwear and food/beverage.

**About RACEGIRL**

RACEGIRL was initially sold exclusively at racetracks across the country. It's now available across the country in specialty retail outlets and online at their website [www.goracegirl.com](http://www.goracegirl.com)

**About JRL Group, Inc.**

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 licensing services include strategic planning, equity analysis, product concepting, administration and royalty management. JRL Group represents a broad range of clients in automotive, retail, sports, entertainment and home fashion industries. The company's website address is [www.jrlgroup.com](http://www.jrlgroup.com).