

FOR IMMEDIATE RELEASE

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**ENCYCLOPAEDIA BRITANNICA SIGNS LICENSING
PARTNERSHIP WITH PUBLICATIONS INTERNATIONAL**

Deerfield, Illinois, February 3, 2010- JRL Group, a leading full-service licensing agency specializing in the extension of corporate brands, announced today that it has negotiated a new licensing agreement with Lincolnwood, Ill.-based publishing company, Publications International, Ltd. to develop and market SD-X enabled interactive science books under the Encyclopaedia Britannica brand.

The SD-X technology makes virtually any printed media come alive — playing back unlimited audio content. The first series of books will be the Britannica Illustrated Science Library, enabled for use with the SD-X pen. It will include eight books with topics that vary from sea life to technology, to space, to the human body. The SD-X technology will allow children to place the pen on a word or picture to hear the bright and colorful image come to life with information and interesting fun facts.

“We are very excited about this brand extension. Publications International is a well respected company with best-in-class products that are distributed throughout the world. This is truly an ideal partnership for Encyclopaedia Britannica,” stated Andrew Lieb, President, JRL Group.

“Publications International is pleased to bring an exciting new dynamic to Encyclopaedia Britannica’s well-researched and visually rich science library. SD-X enabling will link printed words and images to sound effects, glossaries, and detailed information, and also encourage deeper exploration of the pages with interactive games and quizzes,” said Ann Taylor, Vice President, Content, SD-X Interactive.

“This is a great opportunity for us to add an audio component to our top-selling science library,” said Steve Gilberg, executive director, international licensing, for Encyclopaedia Britannica, Inc. “Of course, this is only the beginning. We’re looking for every way possible to use today’s technologies to help students learn better and to enjoy the

experience, whether it's through books, multimedia, toys, or any other format that works.”

This new line of Encyclopaedia Britannica illustrated science books will be available at retail stores in the fall of 2010. These books will complement the recent launch of the Encyclopaedia Britannica licensing program which includes such products as interactive puzzles, interactive 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.eb.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 Publications International, Ltd.

PIL has been in the publishing business for more than 40 years and creates, prints and distributes more than 10 million books and 15 million magazines annually. With over 400 employees and an average of 500 new titles each year, PIL is one of the few publishers to have posted consistent dollar-share growth over the last five years and double-digit revenue growth over the past 10 years. In addition, PIL is the world's largest publisher of children's interactive books.