



For Immediate Release

Contact:

Andrew Lieb

JRL Group, Inc.

847-291-7414

andy@jrlgroup.com

JRL Group, Inc. Selected to Represent Snap-on Tools

Premier Tool Brand now Celebrating 85 Year Anniversary

Deerfield, Illinois January 25, 2005--JRL Group, Inc., an integrated marketing and licensing agency, announces that it has been retained to exclusively represent Snap-on Tools, one of the world's leading toolmakers, for the development of licensing programs under the Snap-on and Snap-on Racing brands.

"For 85 years Snap-on has been recognized worldwide for its legendary quality and durability and is a brand that customers take pride in owning," stated Andrew Lieb, President, JRL Group. "We're very excited about the licensing opportunities that will extend the equities of this best-in-class company."

Since 1920, Snap-on has been the brand that delivers the highest quality professional tools and equipment, and today, after 85 years, remains the leader in delivering dependable quality and service to the professional technician. Products are sold through its franchised dealer van, company- direct sales and distributor channels, as well as over the Internet.

The Snap-on brand appeals to two types of consumers, both of whom have a natural affinity for the durable, rugged Snap-on brand: the professional tool user and the automotive enthusiast.

Snap-on reinforces its brand by maintaining a strong and loyal relationship with race fans. The premier teams in NASCAR, CART and NHRA use Snap-on tools and Snap-on is continuously recognized for the integral role that it plays in the success of championship race teams

Snap-on's licensing program will target various product categories including automotive equipment and accessories, electronics, apparel, footwear, outdoor recreation, toys, gift/collectibles, and hardware and home improvement.



About Snap-on Tools, Inc.

Snap-on Tools Company is a subsidiary of Snap-on Incorporated, a leading global developer, manufacturer and marketer of tool and equipment solutions for professional tool users. Product lines include hand and power tools, diagnostics and shop equipment, tool storage products, diagnostics software and other solutions for the transportation service, industrial, government, education, agricultural, and other commercial applications, including construction and electrical. Founded in 1920, Snap-on is a more than \$2 billion, S&P 500 company headquartered in Kenosha, Wis., and employs approximately 12,700 worldwide. To find out more about Snap-on Tools, visit www.snapon.com.

About JRL Group, Inc.

JRL Group is an integrated marketing and licensing 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, entertainment, sports, and home fashion industries. JRL Group is headquartered in Deerfield, Illinois.