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JRL GROUP, INC. SELECTED TO REPRESENT SENTRY®SAFE

Deerfield, Illinois (May 25, 2011)--JRL Group, Inc., a premier full service licensing agency, announced today it has entered into an exclusive representation agreement with SentrySafe, the world leader in residential and light-commercial protective storage solutions. JRL Group will develop and manage a strategic licensing program under the SentrySafe brand that will expand upon the brand's superior reputation of protecting and organizing the important and irreplaceable.

For over 80 years, SentrySafe has been the world leader in fire-resistant security storage, committed to innovation and dedicated to delivering exceptional customer service. It was the first company to market a fire-resistant safe. Today, SentrySafe produces over 200 different safe models and distributes in more than 50 countries. From small capacity safes to large commercial and executive gun safes, SentrySafe provides high performance products that are built to last.

"We are excited to represent SentrySafe in the development of a licensing program that will further expand the reach of this premier brand," said Andrew Lieb, President, JRL Group. "We plan to leverage the SentrySafe brand by developing best-in-class products that deliver organization and protection solutions for the consumer."

"Consumers have trusted the SentrySafe brand to deliver on our promise of protection & organization for over 80 years with products that perform. We are excited to extend that promise to other categories, and we are confident we have found the right partner in JRL Group to bring our licensing program to life." said Susan Glenz, product manager, New Business Development.

JRL Group will target office supply, hardware and mass retailers to distribute a wide range of SentrySafe branded products for launch in 2012.

About SentrySafe

Founded in 1930, SentrySafe is the world leader in offering fire-resistant and security storage solutions for important documents and valuables. A global presence, SentrySafe today produces more fire-resistant chests, files, safes, security storage containers and gun safes than any other company in the world. The company's manufacturing headquarters is in Rochester, NY, and sales operations exist in the U.S., Canada, Japan and UK. The company currently distributes products to more than 54 countries worldwide. As a leader

in the security storage container industry, SentrySafe manufactures quality products available at retail locations across the globe, including Wal-Mart, Target, The Home Depot, Lowe's, Sam's Club, Costco, Sears, OfficeMax, Office Depot, and Staples. For more information about SentrySafe and its products, visit www.sentrysafe.com.

About JRL Group, Inc.

JRL Group is a full service licensing agency specializing in the development and extension of corporate brands, trademarks, and sports 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, publishing, sports, and home fashion industries. JRL Group is headquartered in Deerfield, Illinois. The company's website address is www.jrlgroup.com.