



For Immediate Release

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**JRL GROUP SELECTED TO REPRESENT
CHICAGO'S MAGNIFICENT MILE®**

Chicago's Premier Avenue Begins Comprehensive Brand Licensing Program

Deerfield, Illinois (September 15, 2006)--JRL Group, Inc., a full service licensing and marketing agency, announces it has been retained exclusively by The Greater North Michigan Avenue Association (GNMAA) to develop and manage a comprehensive licensing program under the Chicago's Magnificent Mile brand.

"We are very excited to partner with the GNMAA to develop a brand licensing program that will capture the essence of Chicago's Magnificent Mile" stated Andrew Lieb, President, JRL Group. "This special stretch of North Michigan Avenue is truly one of the great avenues of the world and we look forward to working with companies and retailers to deliver the highest quality of products."

"After having considered several alternatives, GNMAA selected JRL for the organization's professionalism and experience working with other premier brands. We are delighted with the opportunities that this new relationship brings retailers specializing in licensed merchandise and our organization," said John Maxson, GNMAA's President and CEO.

Transformed over the course of its history into one of the world's premier shopping dining, and hospitality districts, Chicago's Magnificent Mile is internationally recognized as a world-renown destination. Successful marketing campaigns and event initiatives, such as The Magnificent Mile Lights Festival, Light Nights on The Magnificent Mile, Tulip Days on The Magnificent Mile, and Gardens of The Magnificent Mile provide exceptional experiences for millions of consumers annually.

The Magnificent Mile is a thriving commercial district of 460 retail stores and over 275 restaurants, a vibrant visitor destination featuring 52 hotels offering 22,000 rooms, and a neighborhood that includes some of the most impressive residential real estate in the

Midwest. No place has such a mix of retail, dozens of world-class hotels, and excellence in cultural and entertainment offerings in a central location of neighborhoods. Over 50,000 pedestrians walk Michigan Avenue every day, and the economic engine of The Magnificent Mile generates \$1.9 billion in retail sales annually.

The Greater North Michigan Avenue Association recently unveiled the first ever Magnificent Mile consumer branding campaign with the tagline "Feel Magnificent," positioning The Magnificent Mile as "One of the Great Avenues of the World". The new branding message presents The Magnificent Mile and its surrounding neighborhoods in a fresh way that truly differentiates the district from other experiential shopping and travel destinations.

The Magnificent Mile brand licensing program will focus on apparel and accessories, jewelry, home décor, gifts and collectibles, and limited edition artwork.

About GNMAA

Founded in 1913, the Greater North Michigan Avenue Association is the business development and community advocacy organization for over 600 retailers, hotels, restaurants, and other businesses on Chicago's Magnificent Mile. For more information please visit www.themagnificentmile.com.

About JRL Group, Inc.

JRL Group is a full service licensing and marketing 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, retail, sports, and home fashion industries. JRL Group is headquartered in Deerfield, Illinois. The company's website address is www.jrlgroup.com