



**For Immediate Release**

Contact:  
Andrew Lieb  
JRL Group, Inc.  
847-291-7414  
[andy@jrlgroup.com](mailto:andy@jrlgroup.com)

**ENCYCLOPAEDIA BRITANNICA SELECTS  
JRL GROUP, INC. AS BRAND LICENSING AGENCY**

**Deerfield, IL - September 5, 2008** - JRL Group, Inc., a leading marketing and brand licensing agency, has been selected as the exclusive licensing agency for Encyclopaedia Britannica, one of the world's most trusted providers of learning and knowledge products. JRL will develop a strategic licensing program that leverages the Britannica brand's unique attributes of quality, credibility, and innovation.

A leader in reference and education publishing for 240 years, Encyclopaedia Britannica offers up-to-date and authoritative information on almost every topic imaginable - from the origins of the universe to current events and everything in between. Today, Encyclopaedia Britannica delivers its content on a variety of media including online, software, audio, mobile, eBook and print. The company sells more than a million CDs and DVDs each year. More than 75 million students in the United States and Canada have paid access to Encyclopaedia Britannica online at their schools, universities and public libraries. And more than 10 million consumers visit Britannica Online ([www.britannica.com](http://www.britannica.com)) each month.

"Britannica's licensing program will generate new opportunities that leverage our strong, evergreen brand, creating exciting new product extensions for curious minds young and old. Together with JRL Group, we look forward to establishing Britannica as one of the premier licensed brand names in the world," stated Steve Gilberg, Director, Licensing & Syndication.

Initial product categories include: Interactive Learning Aids, Toys, Games, Puzzles, Science Kits, Telescopes, Globes, School Supplies, Educational Audio and Video products, Home/Office décor, Greeting Cards, and more.

"Encyclopaedia Britannica has educated the world. We are honored to have been selected to represent such a prestigious and important brand," stated Andrew Lieb, President of JRL Group. "Britannica offers a strong, iconic household name along with an extensive library of articles, illustrations and images, all making this licensing program a truly unique opportunity."

### **About Encyclopaedia Britannica**

Encyclopaedia Britannica, Inc. ([www.britannica.com](http://www.britannica.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 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 licensing services include equity analysis, strategic planning, product concepting, administration and royalty management. 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](http://www.jrlgroup.com).