

FOR IMMEDIATE RELEASE

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**JRL GROUP ANNOUNCES NEW LICENSEE FOR
WICKED QUICK INDUSTRIES**

Deerfield, Illinois, July 1, 2010- JRL Group, a leading full-service licensing and marketing agency has brokered a new licensing arrangement for BioWorld Merchandise to develop and market a line of fashion accessories including headwear, belts, and other accessories for Wicked Quick Industries, Inc.

Wicked Quick, an apparel line inspired by speed, adrenaline sports, and rock & roll, has quickly stemmed to become a #1 best-seller at retail locations nationwide. A leading global premium apparel company, the fast and furious-type shirts provide unique, contemporary graphics. The garments are treated with sophisticated wash treatments and high quality fabrics producing an unmatched softness to the garment.

“We are excited to be working with BioWorld who is well known for creating exceptional fashion accessories” said Tarran Pitschka, Founder and CEO of Wicked Quick. “Wicked Quick's growing collection of premium products will be strengthened by adding BioWorld's accessories offering consumers more Wicked Quick products with our attitude. Wicked Quick is about speed, rebellion and attitude.”

Currently, Wicked Quick apparel can be found at finer department stores and specialty such as Nordstrom, Buckle, Von Maur, Metropark, Hard Rock Hotel & Casino in Las Vegas, and select Harley Davidson locations. The accessories will complement the existing line of young men's, women's, and boy's line of T-shirts. Accessories will be available July 2010 at finer department stores and specialty stores nationwide.

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 Wicked Quick Industries, Inc.

Wicked Quick, a "Built for Speed" clothing company headquartered in Portland, Oregon, offers both authentic team performance gear and lifestyle apparel. Wicked Quick's speed inspired, attitude-driven lifestyle products are made in USA with superior fit, look and feel. Wicked Quick's products are currently available in Nordstrom, Metropark, Buckle, select Harley-Davidson dealerships, the Hard Rock Hotel & Casino in Las Vegas, various boutique stores and on the track with professional race teams. The company's website address is www.WickedQuick.com.

About BioWorld Merchandise, Inc.

BioWorld Merchandise is an industry leader in manufacturing and distributing fashionable licensed and private label headwear and accessories. BioWorld specializes in headwear, bags, belts, wallets, buckles, and footwear for men, boys, and girls, which can be found at all levels of distribution. It is BioWorld's quality products and reputation which make it a valuable asset to retailers and licensors throughout the world. The company's website is www.bioworldmerch.com.