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Global Brands S.A.
04 June 2008

For immediate release

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Global Brands S.A. (the 'Company')

Appointment of Directors

Global Brands S.A., the owner and operator of the master franchise for Domino's Pizza in Switzerland, Luxembourg and Liechtenstein, is pleased to announce the appointment of two new directors with immediate effect.

Simon Bentley joins the Board as its senior Independent Non-Executive Director and Amir Hasson, who is serving as the Company's CEO, is now appointed to the Board as an Executive Director.

Simon qualified as a Chartered Accountant in 1980 having trained at BDO Stoy Hayward. On qualification, he spent approximately 10 years at Landau Morley - rising from the position of qualified Audit Senior to Senior Partner. During his time, he developed experience in corporate finance as well as audit and tax advice. This work led him to a number of appointments including his position at Blacks Leisure Group plc where he was Chairman and Chief Executive for over 12 years. He joined the Board of Blacks Leisure Group plc in 1987 as Corporate Development Director and became Chief Executive in 1989. The Group had over 500 stores and was involved in the manufacture and distribution for a variety of brands in footwear, clothing and is still the UK distributor of the O'Neill brand. Since his departure from Blacks Leisure Group, Simon has taken on executive and non-executive directorships in a number of companies and he is the Deputy Chairman of Mischon de Reya. Simon will chair the Company's Audit, Remuneration and Nomination Committees.

Commenting on Simon's appointment, Executive Chairman Yair Hasson says; 'We are delighted to have someone of Simon's caliber joining the Board. Since Belivia's acquisition of 51.96% of the Company, the new management team has already made significant strides in turning around the business. Simon will add further depth to our Board and will help us implement our growth strategy'.

Amir Hasson has considerable experience in the fast food sector having served as Executive Vice President of Rikamore (Burger King Israel) from 1994 to 2000 where he was responsible for the operations, training, human resources, procurement, logistics and IT department. From 2001 to 2003, Amir was General Manager of Cosmos Supermarket with 6 mega-stores in Israel. Between 2003 and 2006, Amir ran Sbarro, an Israeli chain of restaurants and from 2006 to 2006 he was responsible for the management of the Pizza Meter, Nandos and Mexicana restaurant chains owned by EDI Global in Israel. Since February 2008, Amir has been responsible for managing the Company and developing Dominos Pizza in Switzerland, Luxembourg and Lichtenstein.

Information in accordance with schedule 2(g) of the AIM rules is disclosed in the appendix.

APPENDIX

Simon Bentley

Age: 52

Directorships*Current*

Leadership Trust (Trading) Limited
The Leadership Trust Foundation
Umberto Gianni Hair Cosmetics Limited
Dominion ATM Banking Systems Limited
Umberto Gianni Hair Cosmetics (USA) Limited
The Leadership Trust (Training) Limited
Kensington Design and Refurbishment Limited
Kensington Estates Limited
Maypole Group plc
M + S Partnership Limited
West End Properties plc
Bramford Road Development Limited
Torre Nueva Investment Limited
Monks Eleigh Development Limited
Archidona Investment Limited
Powerleague Group plc
Maypole Banbury Limited
Maypole Norfolk Limited
Sports Direct International plc
53 Limited
Fifty Three Art Limited
Fifty Three exhibitions Limited
Fifty Three Galleries Limited
Fifty Three shows Limited
Regent Park Estates Limited
Cash on the Move Limited

Past

Regent Park Estates Limited

Searchlight Electric Limited
Speciality Retail Group Limited
Sky Retail Stores Limited
Artprojx Space Limited
First Sports Group Limited
USA PRO Limited
Kensington Paojects Limited (Dissolved)
Kensington Design and Build Limited

Notes: In addition to the directorships above Simon Bentley was a director of Sports Connection Limited when it was placed in administration in February 2003. There was a shortfall to creditors of £9,508,000.

Simon Bentley was also a director of three group companies that have been in administration since June 2006: Morgan Retail Limited, Towerhill Clothing Limited and Orbside Limited. The deficits to creditors shown in the statement of affairs are £26,072,723, £16,785,975 and £14,754,032 respectively. However, these figures may not accurately represent the final shortfall to third party creditors as they include significant inter-company balances and cross guarantees. The administration of these companies is ongoing.

Simon Bentley was also a director of USA PRO which went into administration March 11th 2008.

Amir Hasson

Age: 49

Directorships

Current

None

Past

Kenyonim In Israel Ltd

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This information is provided by RNS
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