

**5 November 2010**

**Global Brands S.A. (“Global Brands” or “the Company”)**

**Trading Update: Record Month**

Global Brands S.A., an international business developing branded food operations in Europe, including being the master franchise owner for Domino’s Pizza in Switzerland, Luxembourg and Liechtenstein, is pleased to announce a trading update for October 2010.

The Company achieved a record sales month in October 2010 with total monthly revenues of CHF1.28m. This represents a 21.2% improvement on like-for-like sales for October 2009. For the ten months from January to October 2010, like-for-like sales were up 19.3% on the same period in 2009.

Direct costs also showed further improvements. Labour costs as a percentage of sales dropped to 40.6% in October compared to 45.8% for the third quarter of 2010. Food costs also showed an improvement, dropping to 23.5% of sales compared to 24.8% for the third quarter of 2010.

**Bruce Vandenberg, CEO said:**

“We are delighted with this record month. All the stores are fully focused on our key performance targets and we look forward to further gains as we move into the winter period”.

ENDS

**For further information:**

**Global Brands S.A.**

Simon Bentley, Chairman  
Bruce Vandenberg, CEO

Tel: (0) 20 7317 8022  
[www.globalbrands.ch](http://www.globalbrands.ch)

**ZAI Corporate Finance Ltd**

Marc Cramsie

Tel: (0) 20 7060 2220  
[www.zaicf.com](http://www.zaicf.com)

**Alexander David Securities Ltd**

Bill Sharp  
Fiona Kinghorn

Tel: (0) 20 7448 9820  
Tel: (0) 20 7448 9832  
[www.ad-securities.com](http://www.ad-securities.com)

**Financial Dynamics**

Jonathon Brill  
Caroline Stewart  
<http://www.fd.com>

Tel: (0)20 7831 3113  
[www.fd.com](http://www.fd.com)