

24 January 2011

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

Trading Update: Record Fourth Quarter

Global Brands S.A. (AIM: GBR), 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 the fourth quarter ended 31 December 2010.

As announced on 5 November 2010, the Company achieved a record sales month in October with total monthly revenues of CHF1.28m. In December, despite adverse weather conditions, the Company set another new monthly record with sales of CHF1.29m. November trading was also strong at CHF1.23m taking total sales for the final quarter to CHF3.8m. This resulted in a new quarterly sales record for the business with an increase of 16.3% in like-for-like sales on the fourth quarter of 2009; and as a result, the Company achieved its first reported EBITDA profit since 2005.

Therefore the Company completed a strong second half year with revenues of CHF 7.15m. This represents a 21.0% gain on like-for-like sales over the second half of 2009. Revenues for the full year ended 31 December 2010 amounted to CHF 13.79m (2009: CHF 11.78m). This represents an 18.2% like-for-like improvement on 2009.

Bruce Vandenberg, CEO said:

“We are delighted with our progress in 2010 and our 12 stores performed extremely well. Sub-franchising holds the key to further growth for the Company and the Pagonia acquisition provides us with a solid base for 2011. We are already the biggest pizza delivery business in Switzerland by store count and are launching our sub-franchise scheme nationally later this month, which we expect to generate a lot of interest”.

ENDS

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Notes to Editors:

Global Brands is a public company incorporated under the laws of Luxembourg and established in 1999. The company has been admitted to trading on the AIM of the London Stock Exchange since 2005.

The Company is the owner and operator of the exclusive master franchise of Domino's Pizza in Switzerland, Luxembourg and Liechtenstein. Domino's Pizza is the world's leading pizza delivery brand, with over 9000 stores in 63 markets.

Global Brands SA's stated strategy is to add additional international brands to its portfolio.