

9 November 2010

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

Issue of Equity and Directors’ Dealings

Issue of Equity

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 the completion of a Placing which has raised £1,236,000 (approximately CHF 1,926,430) at a Placing price of £0.0275. The funds raised by this placing will be used to support the organic growth in the business and to fund acquisitions.

Following the Placing, 44,945,455 new ordinary shares of CHF0.02 each in the Company have been issued. The total number of shares in issue is 155,558,672. Accordingly, application has been made for the 44,945,455 new ordinary shares to be admitted to trading on AIM and it is expected that admission will take place on 12 November 2010.

As announced on 30 September 2010, the Company had signed a Letter of Intent to purchase Pagonia Holding AG (Pagonia). Pagonia owns the Pizza Taxi brand and currently operates four stores in the Basel, Baselland and Aargau areas in Switzerland. Post acquisition, these stores will be converted into Domino’s Pizza outlets. The acquisition remains conditional on, inter alia, all four stores signing new franchise agreements. The acquisition price is CHF 990k split into a cash payment of CHF 643,500 and the issue of 8,400,000 shares to the vendors of Pagonia. Subject to the completion of the acquisition, it is expected that these shares will be issued and admitted for trading on AIM on or around 1 December 2010.

The Company remains in an exclusive negotiation period with YO! Sushi regarding a Development and Franchise Agreement for Switzerland. A further announcement will be made in due course.

Directors’ Dealings

The Company is pleased to announce that all three of the Company’s Directors participated in the Placing.

Roberto Avondo purchased 3,636,364 ordinary shares in the Placing. Following this, Roberto Avondo now holds a total of 4,669,364 ordinary shares representing 3% of the enlarged share capital of the Company.

Vancor Limited, a company beneficially owned by Bruce Vandenberg purchased 1,818,182 ordinary shares in the Placing. Following this, Bruce Vandenberg, or companies of which he is the beneficial owner, now holds a total of 4,820,699 ordinary shares, representing 3.1% of the enlarged share capital of the Company.

Simon Bentley purchased 363,636 ordinary shares in the Placing. Following this, Simon Bentley now holds a total of 363,636 ordinary shares representing 0.2% of the enlarged share capital of the Company.

The acquisition of shares by Directors pursuant to the placing is a related party transaction under the AIM Rules. ZAI Corporate Finance, the Company’s Nominated Adviser, having

consulted with the Directors of the Company, considers that the terms of the related party transaction are fair and reasonable insofar as the Company's shareholders are concerned.

Bruce Vandenberg, CEO said:

“I am pleased that we have been able to raise new equity to continue the implementation of our growth strategy. These funds will enable the Company to grow through acquisition and sub-franchising. Having recently announced October as a record month, I look forward to the positive effects of our focus on operational excellence.

“I would like to thank all shareholders for their support and the company looks forward to the future with confidence.”

For further information:

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