

11 May 2010

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

Notice of AGM

The Annual General Meeting ('Meeting') of Global Brands S.A is due to take place at the company's registered office, 24, rue Jean l'Aveugle, L-1148 Luxembourg 1 June 2010 at 1pm (CET) with the following agenda:

1. Convening formalities
2. To receive and consider the report of the Board of Directors and the statutory annual accounts for the year ended December 31, 2009.
3. To receive and consider the report of the independent auditor of the Company on the statutory annual accounts for the year ended December 31, 2009.
4. To approve and adopt the statutory annual accounts for the year ended December 31, 2009.
5. Appropriation of the current year results including an allocation of CHF 71,643 from the current year's profit and loss to the share premium account.
6. Continuation of the activities of the Company in accordance with article 100 of the law of 10 August 1915, as subsequently modified.
7. Discharge to the directors for and in connection with their duties as directors of the Company during the financial year ended December 31, 2009.
8. Re-election and renewal of the mandates and of the following persons as members of the Board of Directors:
 - a. Bruce Vandenberg
 - b. Robert Avondo
 - c. Simon Bentley
9. Authority to the Remuneration Committee to fix the remuneration of the Directors.
10. Discharge to the independent auditor in connection with its duties during the financial year ended December 31, 2009.
11. Re-appointment of the independent auditor.

12. Authorise the Board of Directors to fix the remuneration of the independent auditor;
13. Any other ordinary business which may be properly brought before the Meeting.

For further information contact:

Global Brands S.A.

Simon Bentley, Senior Non-Executive Director

Tel: (0)20 7317 8022
www.globalbrands.ch

ZAI Corporate Finance Ltd

Marc Cramsie
Graeme Thom

Tel: (0)20 7060 2220
Tel: (0)20 7060 2218
www.zaicf.com

Alexander David Securities Ltd

Fiona Kinghorn
Nick Bealer

Tel: (0)20 7448 9832
Tel: (0)20 7448 9820
www.ad-securities.com