

12 April 2011

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

Trading Update, Exercise of Warrants and 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 a trading update for the first quarter ended 31 March 2011.

The Company has continued to show steady growth during the quarter with total sales increasing 15.5% to CHF 3.65m (2010: CHF 3.16 m) and like-for-like sales increasing by 10.0% (2010: 4.1%).

In addition, the Company announces the issue of new shares following the exercise of warrants by Alexander David Securities Limited. As a result the Company has issued 1,070,777 ordinary shares of CHF 0.02 at a price of GBP 0.018 per share and a further 184,000 ordinary shares of CHF 0.02 at a price of GBP 0.0275 per share. Accordingly, application has been made for the 1,254,777 new ordinary shares to be admitted to trading on AIM and it is expected that admission will take place on 15 April 2011.

Following the issue of new shares, the total number of shares in issue is 204,173,718.

Bruce Vandenberg, CEO said:

“I am pleased to report trading for the first quarter of this year. Despite being up against stronger comparables this year, following the excellent progress made during 2010, we managed to achieve significant growth of 10% on a like for like basis and 15.5% overall. I am confident that we can continue to deliver strong growth through both our corporate stores and our new sub-franchisees. The works to convert the stores are progressing well and we look forward to opening them under the Domino’s Pizza umbrella in the near future.”

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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 9,300 franchised and Company-owned stores across 65 international markets.

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