

13 May 2010

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

Directors Dealing

The Company was informed on 11th May that on the same day Roberto Avondo purchased 333,000 ordinary shares at a price of 3 pence per share. Following this, Roberto Avondo now holds a total of 1,033,000 ordinary shares, representing 0.93% of the Company's issued share capital.

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