

26 May 2011

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

### Domino's Pizza Switzerland - 40% growth achieved with classic "Mega Week" promotion

Almost 40% more revenue and nearly 80% more sales at lunchtime - this is the impressive record of the recent Domino's Pizza "Mega Week" held from the 16<sup>th</sup> to the 22<sup>nd</sup> May 2011 in Switzerland.

This was the first time Domino's Pizza Switzerland carried out the well-established "Mega Week" promotion in the country, achieving impressive results. In the week of 16<sup>th</sup> to 22<sup>nd</sup> May 2011, almost 40% more product was sold from the twelve Swiss stores compared to the same week last year. Lunchtime sales were up by almost 80% and the number of orders increased by over 70%. Queues of customers wanting to take advantage of special offers formed in front of some of the stores.

"Mega Weeks" from Domino's Pizza are popular in many countries, an event in which products are sold at highly attractive promotional prices. The event in Switzerland was advertised through direct and social media and by decorating the stores.

Domino's Pizza Switzerland is represented by the master franchise holder Global Brands S.A. and now has 12 stores in German and French speaking parts of the country. In addition, Global Brands expects to open three new franchise stores in the Basel area 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.*