

27 May 2011

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

Directors Dealing

In recognition of Bruce Vandenberg’s significant contribution to the business, the Board, subject to shareholder approval of the Stock Option Plan at the AGM on 1 June 2011, has awarded Bruce Vandenberg an option to acquire 3 million ordinary shares of CHF 0.02 at a price of 3 pence per share being the mid-market price on the date of grant. These options will vest equally over a three year period.

Aside from this award, Mr. Vandenberg holds no other options in the Company’s shares.

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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.