

2 April 2012

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

Holding in Company

Global Brands was informed today that Alexander David Investments, an AIM listed fund, sold 250,000 shares on 30 March and now holds 5,366,300 shares in the Company. Therefore, its per cent holding in the Company has decreased to 2.92%.

Global Brands S.A.
Simon Bentley, Chairman
Bruce Vandenberg, CEO

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

Libertas Capital
Thilo Hoffmann
Sandy Jamieson

Tel: (0) 20 7569 9650
www.libertascapitalpartners.com

Alexander David Securities Ltd
Bill Sharp
Fiona Kinghorn

Tel: (0) 20 7448 9812
Tel: (0) 20 7448 9829
www.ad-securities.com