

8 December 2010

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

**YO! Sushi Termination of Discussions (“YO! Sushi”) and Trading Update**

Further to the announcements made on 30 September 2010 and 9 November 2010 relating to a possible Development and Franchise agreement for Switzerland, the Company wishes to inform the market that the parties have failed to reach a commercial agreement and that discussions have terminated.

**Bruce Vandenberg, CEO said:**

"It is disappointing that we have not been able to conclude a commercial agreement with YO! Sushi. We firmly believe that there is a strong market for sushi in Switzerland and the key is finding a suitable franchise partner. Our research into this market has identified a number of potential franchise partners. We intend to have detailed discussions with these potential partners over the winter in order to be in a position to open our first sushi franchise store in 2011.

More generally, we continue to pursue our long term brand development strategy off the strength of our core franchise business with Domino's Pizza. We remain focused on driving operational excellence and growth in the Domino's Pizza business. Further to the trading update announced on 5 November 2010, I am delighted to report that the Company achieved a net profit in October. This was followed by good trading in November with turnover up 17.8% up on November 2009 despite the adverse weather conditions in Switzerland towards the end of the month."

**For further information:**

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