



For Immediate Release

Global Brands Expands Its Disney Business

Hong Kong, 14 August 2014 – Global Brands Group Holding Limited (“Global Brands” or the “Group”; SEHK Stock Code: 787), one of the world’s leading branded apparel, footwear, fashion accessories and lifestyle product companies, today announced that the Group has renewed and expanded its licensing arrangement with Disney Consumer Products.

Under the renewed collaboration, Global Brands will extend its Disney-licensed children’s sleepwear business for a two year period commencing on January 1, 2015. The agreements will cover the Disney, Marvel and *Star Wars* brands and include distribution to retailers in the United States as well as major U.S. retailers that have a footprint in Canada.

Mr. Dow Famulak, President of Global Brands Group Holding Limited said, “We are very pleased to have renewed and expanded our licensing relationship with Disney. As a key licensee of Disney covering the world’s top entertainment properties, we are well-positioned to better leverage our relationships with retailers and our distribution capabilities across all of our key markets.”

Mr. Bruce Rockowitz, Chief Executive Officer and Vice Chairman of Global Brands Group Holding Limited, said, “These agreements represent the progress the Group continues to make in further expanding our global brands and licensing businesses, particularly in entertainment licensing which has historically been a strong area of our portfolio. The extension of our sleepwear business with the Disney, Marvel and *Star Wars* franchises underscores both the depth of our relationship with the world’s leading entertainment brands as well as our unique ability to deliver substantial results for our global partners.”

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About Global Brands Group Holding Limited

Global Brands Group Holding Limited (SEHK Stock Code: 787) is one of the world's leading branded apparel, footwear, fashion accessories and related lifestyle product companies. The Group designs, develops, markets and sells products under a diverse array of controlled and licensed brands and a wide range of product categories. Global Brands' innovative design capabilities, strong brand management focus, and strategic vision enable it to create new opportunities, product categories and market expansion for brands on a global scale. For more information, please visit the corporate website: www.globalbrandsgroup.com.

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