

FOR IMMEDIATE RELEASE



AMERICAN HONDA MOTOR & GLOBAL ICONS PAVE THE WAY TO SUCCESS

LOS ANGELES, CA – Friday, June 15, 2007 – Global Icons, the premier licensing and brand merchandising agency specializing in the development and extension of corporate brands and trademarks, has been named the licensing agent for the American Honda Motor Co., Inc. brands: Honda, Honda Motorcycle and Acura.

Global Icons will strategically develop and build a comprehensive licensing program that will increase the consumer's interactions with American Honda Motor's stellar brands by offering licensed merchandise with the same quality and innovation as the core automobile, motorcycle and watercraft lines.

"American Honda Motor's legacy as a recognized leader in the market known for their superior dependability, quality and reliability translates to endless opportunities in licensing," said Jeff Lotman, CEO of Global Icons. "This partnership reinforces our leadership position in the industry, and with the expertise and collaborative efforts of our companies we will drive American Honda Motor's licensing business to unprecedented levels."

"Utilizing the brand's fundamentals, we will seek out world-class manufacturing partners for unique brand extensions across multiple categories within the various individual vehicle nameplates," adds Mike Gard, COO of Global Icons. "The licensed merchandise line will span a wide variety of product categories including automotive, home and garage, sporting goods and outdoor, consumer electronics, interactive, toys and collectibles, apparel and accessories and environmentally "green" products."

Global Icons will introduce its licensing programs and opportunities for American Honda Motor at the 2007 International Licensing Show, held from June 19-21 at the Jacob K. Javits Convention Center in New York City.

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Global Icons - www.globalicons.com

Global Icons is the premier licensing and brand merchandising agency specializing in the development and extension of corporate brands and trademarks. The company's goal is to increase brand awareness and revenue through the establishment of new products and distribution channels. Select clients include American Honda Motor Co., Airstream, Build-A-Bear Workshop, Chevron, Chuck E Cheese's, Cold Stone Creamery, Encyclopaedia Britannica, Gulf, Hershey's, Humvee, Igloo, Tonino Lamborghini, Make-A-Wish, Texaco, and UPS, among others.

American Honda Motor Co., Inc. - www.honda.com

Based in Torrance, California, American Honda Motor Co., Inc. was founded in 1959 as the U.S. sales & marketing subsidiary of Honda Motor Co., Ltd. Honda currently produces automobiles, motorcycles, all-terrain vehicles, personal watercraft, lawn mowers and engines at its ten major U.S. manufacturing plants - with two new plants currently under construction. Honda also maintains three major R&D centers in Los Angeles, Ohio and North Carolina that design and develop many of the products sold in America. Currently, Honda employs more than 25,000 associates in the U.S.

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