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THE ULTIMATE PARTNERSHIP DRIVES NEW CLIENT WORLDWIDE

LOS ANGELES, CA – APRIL 6th, 2010 – Global Icons, the premier brand licensing and merchandising agency, and its European partner Performance Brands, announced today an exclusive worldwide representation agreement with the BMW Group. With proven success in strategically developing and managing diverse licensing programs for market leading brands, Global Icons and Performance Brands will look to accelerate BMW and MINI into premium lifestyle products that reflect each brand’s distinct attributes and brand promise.

Inspired by BMW’s forward-striving innovation and dynamic performance, the brand licensing team will seek out business opportunities in areas surrounding mobility, fashion, entertainment and lifestyle that emulate the core fundamentals of exceptional quality and aesthetic standards.

“We are honored to be working with the best in its class and look forward to carrying on the ultimate experience of the BMW and MINI brands through global licensing endeavors,” said Jeff Lotman, CEO of Global Icons. “The combination of the outstanding brand equities and desirability makes for an attractive product portfolio that will shape the future of luxury retail.”

Each licensed collection will capture the individual brand’s essence, from the sophistication, design and excellence of BMW to MINI’s unconventional style and attitude. The lifestyle product lines will offer consumers the joy of experiencing the brands and their artistry beyond the core automobiles.

David Barrington, managing partner of Performance Brands, added, “It is a great opportunity to work with BMW Group and its exclusive portfolio of brands. Following in its tracks of defining premium and influencing industry direction, we will strategically drive creative results globally through licensing.”

Global Icons - www.globalicons.com

Global Icons is the premier brand licensing agency specializing in the development and extension of corporate brands and trademarks. On behalf of its ever-expanding roster of clients, the company's goal is to increase brand awareness and revenue through the establishment of new products, distribution channels and revenue streams. Select clients include Acura®, Bennigan's®, Captain Morgan®, Chuck E. Cheese's®, Cold Stone Creamery®, Consumer Guide®, Crock-Pot®, Cutex®, Dannon®, Duraflame®, Hollywood, Honda®, Honda® Motorcycle, Horizon®, Humvee®, Jacuzzi Brands, Tonino Lamborghini, Mr. Coffee®, Mrs. Fields®, Oster®, Silk®, Spic and Span®, Steak and Ale®, Sunbeam®, and UPS®, among others.

Performance Brands - www.performance-brands.com

Brand building specialists Performance Brands is Europe's leading licensing and consultancy agency and they aim to build long-lasting value for high calibre brands. The company represents luxury lifestyle, sports, fashion and corporate brands, designing a bespoke licensing program for each client, creating greater brand awareness, increasing revenue through new distribution channels and building brand loyalty with new consumers. Experts in understanding the emotive nature of brands, their portfolio has rapidly grown into the impressive collection of heavyweights it is today, including such names as; Aston Martin, Spyker, Heineken, Sunseeker, Tonino Lamborghini, Nintendo, Unilever, Dunlop, Firetrap, Kangol, Doc Martens, Everlast, Gola, Lonsdale, Slazenger and Royal Botanic Gardens Kew.