

FOR IMMEDIATE RELEASE



Bennigan's® and Global Icons Are Saying O'Yes™ to Licensing

LOS ANGELES, CA - October 1st, 2009 - Global Icons, the premier licensing and brand merchandising agency specializing in the development and extension of corporate brands and trademarks, announced today its exclusive worldwide licensing partnership with Bennigan's®, the popular and unassuming neighborhood tavern chain with locations around the world.

With more than 30 years of history, Bennigan's has pioneered the casual bar and grill segment, becoming the go-to place for customers to enjoy hot, tasty food paired with an ice cold beverage and served with true Irish hospitality. Offering a "real" sense of belonging in a comfortable and upbeat atmosphere, the restaurant chain provides the optimal setting for customers to catch a game, blow off steam or just hang with friends. Its signature menu items include the famous Turkey O'Toole™ and Monte Cristo sandwiches and the sinful Death by Chocolate® dessert, along with a selection of signature burgers and other sandwiches, entrees, drinks and desserts.

"Bennigan's is a classic American brand and through our partnership with Global Icons, we'll be able to bring Bennigan's favorites to even more people," said David Goronkin, President and CEO of Bennigan's Franchising Co.

Global Icons will strategically develop a portfolio of new brand-building licensed food products and expand Bennigan's brand reach through the introduction of new food categories in the frozen, refrigerated, shelf stable and spirits aisles. Building on the brand's reputation for its culinary innovation and cleverly good American fare, the Bennigan's branded line will offer a selection of entrees, appetizers, side dishes, desserts and beverages inspired by the chain's menu "favorites."

"Global Icons intends to leverage Bennigan's competitive positioning as the trailblazer of the casual bar and grill concept and reputation for consistently delivering a friendly and flavorful experience," said Jeff Lotman, CEO of Global Icons. "The branded food line will provide fans and new consumers the opportunity to bring this delectable Emerald Isle favorite into the comfort of their homes."

About Bennigan's (www.bennigans.com)

Bennigan's are relaxing neighborhood grill and taverns featuring a great selection of ice cold beers, innovative drinks and delicious, crave-able food. Bennigan's restaurants are located in the U.S. and several other countries around the globe including Greece, India, South Korea, Mexico, Panama, Cyprus, El Salvador, Jordan, Bahamas, Qatar and the Kingdom of Bahrain.

About 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[®], Build-A-Bear Workshop[®], Captain Morgan[®], Chuck E. Cheese's[®], Cold Stone Creamery[®], Consumer Guide[®], Crock-Pot[®], Cutex[®], Dannon[®], Duraflame[®], The Hershey Company, Hollywood, Honda[®], Honda[®] Motorcycle, Humvee[®], Jacuzzi Brands, Tonino Lamborghini, Mr. Coffee[®], Mrs. Fields[®], Oster[®], Spic and Span[®], Steak and Ale[®], Sunbeam[®], and UPS[®], among others.

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