

FOR IMMEDIATE RELEASE



GLOBAL ICONS AND DIAGEO NORTH AMERICA, INC. SPICE THINGS UP WITH FOOD LICENSING

LOS ANGELES, CA – October 29th, 2009 – Global Icons, the premier licensing and brand merchandising agency specializing in the development and extension of corporate brands and trademarks, announced today its agreement with Diageo North America, Inc. for exclusive licensing representation of the global premium spirits brand Captain Morgan Original Spiced Rum for sauces, glazes and marinades. Global Icons will focus on identifying and developing licensing programs that build upon the equity of the brand and fun-loving nature of The Captain.

“Captain Morgan is recognized and enjoyed around the globe as the flavored rum of choice,” said Bill McClinton, SVP of Licensing at Global Icons. “It is a great opportunity to bring the distinct taste and social connectivity of the brand into products that consumers can use in the kitchen or at the BBQ. By adding the delicious flavor of Captain Morgan Original Spiced Rum, everyday cooks can spice up any meal.”

About Diageo (www.diageo.com)

Diageo is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, wines, and beer categories. These brands include Johnnie Walker, Guinness, Smirnoff, J&B, Baileys, Cuervo, Tanqueray, Captain Morgan, Crown Royal, Beaulieu Vineyard and Sterling Vineyards wines.

Diageo is a global company, trading in more than 180 countries around the world. The company is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE). For more information about Diageo, its people, brands, and performance, visit us at Diageo.com. For our global resource that promotes responsible drinking through the sharing of best practice tools, information and initiatives, visit DRINKiQ.com.

Celebrating life, every day, everywhere.

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, Horizon Organic[®], Humvee[®], Jacuzzi Brands, Tonino Lamborghini, Mr. Coffee[®], Mrs. Fields[®], Oster[®], Silk[®], Spic and Span[®], Steak and Ale[®], Sunbeam[®], and UPS[®], among others.

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