

FOR IMMEDIATE RELEASE



GLOBAL ICONS JETS UP WITH JACUZZI® THROUGH LICENSING

LOS ANGELES, CA - September 15, 2008 - Global Icons, the premier licensing and brand merchandising agency specializing in the development and extension of corporate brands and trademarks, announced today its exclusive global licensing partnership with Jacuzzi Brands Corp., the world-famous leader in the bath and acrylic hot tub industries.

Perfecting the luxury, comfort and health benefits of hydrotherapy for over 50 years, Jacuzzi® is the innovative brand that helped launch two industries. As the originator of the whirlpool bath and self-contained hot tub, today Jacuzzi® is now a household brand name. Jacuzzi Brands Corp. continues to build on a legacy that includes over 250 worldwide patents for advancements in pump systems, jet technology, air controls and product design. Over five decades of development at Jacuzzi have resulted in superior hydrotherapy that renews the body, mind and spirit to feel renewed, refreshed and reconnected.

Utilizing Jacuzzi's outstanding reputation as an industry icon, Global Icons will assist in expanding the brand's reach through licensing. The program aims to solidify Jacuzzi's presence as the all-in-one go-to place for the ultimate home spa experience.

"The Jacuzzi® brand is known the world over as a mark of excellence and innovation," notes Jacuzzi Brands Corp. Chief Marketing Officer Michelle Cervantez. "With its tremendous goodwill and brand equity, we are looking to further expand the reach of the brand in ways that remain true to our core fundamentals. We are excited to be working with the dynamic and insightful Global Icons team and the opportunities they will help us generate."

Global Icons will further diversify the brand's portfolio through the introduction of new categories, including outdoor and patio, bath and spa accessories, home textiles and health and beauty. Licensed products will uphold Jacuzzi's passion for classic work of functional art and its dedication in transforming everyone's home into a personal haven.

"Through this partnership, Global Icons will support in extending Jacuzzi's existing leading market position with strategic licensing agreements," said Jeff Lotman, CEO of Global Icons. "This is a great opportunity for Global Icons to work with an iconic company, who prides itself on providing performance, quality and luxury that stands the test of time, and to continue its success through licensed brand extensions."

About Jacuzzi Brands Corp.

Jacuzzi Brands Corp., (an Apollo Management L.P. affiliated portfolio company) through its subsidiaries, is a global manufacturer and distributor of high quality and innovative branded bath, plumbing and backyard products for the residential, commercial and institutional markets. Our product offerings include whirlpool baths, outdoor hot tubs, showers, sanitary ware, bath tubs, as well as fixtures and accessories. Our products are marketed under our portfolio of brand names, including the flagship JACUZZI® brand as well as, SUNDANCE®, and ASTRACAST®. Learn more at www.jacuzzi.com.

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®, Build-A-Bear Workshop®, Chuck E. Cheese's®, Cold Stone Creamery®, Consumer Guide®, Crock-Pot®, Duraflame®, The Hershey Company, Hollywood, Honda®, Honda® Motorcycle, Humvee®, Jacuzzi Brands, Tonino Lamborghini, LoJack®, Make-A-Wish Foundation®, Miso Pretty™, Mr. Coffee®, Mrs. Fields®, Oster®, Spic and Span®, Sunbeam®, and UPS®, among others.

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