

FOR IMMEDIATE RELEASE



MRS. FIELDS® & GLOBAL ICONS BAKE UP A RECIPE FOR LICENSING SUCCESS

LOS ANGELES, CA – January 23, 2008 – Global Icons, the premier licensing and brand merchandising agency specializing in the development and extension of corporate brands and trademarks, has been named the exclusive licensing agent for Mrs. Fields, the famous premium cookie company.

Mrs. Fields started with a dream and the determination of a young mother. Today, 30 years later, the company has grown into an international sensation. Debbi Fields opened her first cookie store in Palo Alto, California in 1977 when critics told her no business could survive just selling cookies. Humble beginnings launched Mrs. Fields into a worldwide celebrity and made her company the premier chain of cookie and baked goods stores. Thirty years later, Mrs. Fields is one of the largest premium snack-food franchisors and continues daily to serve customers with the highest quality products available in its franchised Mrs. Fields locations, online at mrsfields.com, and in many retail stores.

"We are extremely excited to be working with Global Icons, and look forward to working with them to watch the Mrs. Fields brand grow over the next 30 years," said Leslie Snavely, Director of Marketing & Licensing for Mrs. Fields. "With a company like Mrs. Fields, it's vital to take extra care when considering how to extend a product line, and we feel that Global Icons is the perfect partner to assist in leveraging our iconic brand through strategic licensing opportunities while staying true to the passion for quality products that we've held close since our inception 30 years ago."

Global Icons will develop and manage the Mrs. Fields licensing program by leveraging the dynamic brand values to secure world-class manufacturers who can bring the delectable brand experience into consumers' kitchens and homes. The Mrs. Fields licensed merchandise line will reflect the core standards of superior quality and irresistible taste that mix into several product categories including kitchen domestics, bakeware, housewares, small kitchen electrics, publishing, party goods, kids' food play activity and toys, and seasonal gifts.

"Mrs. Fields has an unyielding quality and appeal that makes the brand America's favorite indulgent snack," noted Jeff Lotman, CEO of Global Icons. "Customers fall in love with the rich flavor and 'just like Mom makes' personal touch and now we will offer them extensions of the Mrs. Fields original dream."

About Mrs. Fields (www.mrsfields.com)

Debbi Fields opened her first store in Palo Alto, California in 1977 and the Mrs. Fields name quickly became associated with warm, freshly baked cookies right out of the oven. Mrs. Fields' motto, Good Enough Never Is[®], reflects the company's uncompromising dedication to the consumer's experience. Today, Mrs. Fields products are available at over 400 retail locations in the United States, nearly 100 locations internationally, and online through <http://www.mrsfields.com> or by calling 1.800.COOKIES.

About 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. 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, Chevron, Chuck E. Cheese's, Cold Stone Creamery, Encyclopaedia Britannica, Gulf, The Hershey Company, Hollywood, Honda, Honda Motorcycle, Humvee, Igloo, Tonino Lamborghini, Make-A-Wish, Miso Pretty, Mrs. Fields, Spic and Span, Texaco, and UPS, among others.

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