

FOR IMMEDIATE RELEASE



## Global Icons Brings Something New to Licensing From an Olde Favorite, Steak and Ale®

LOS ANGELES, CA - October 20, 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 Steak and Ale®, the classic American steakhouse.

Created by legendary restaurant pioneer Norman Brinker, Steak and Ale was renowned for being the premier affordable casual dining steakhouse with a passion for perfection. Inspired by the warmth of an English Inn, the brand prided itself on providing exceptional guest experience, delivering high-quality steaks, tasty entrees and unparalleled service in a relaxing and intimate atmosphere. Steak and Ale's classic recipes include famous delectable dishes such as the Kensington Club®, the Hawaiian Chicken, the Signature Herb Roasted Prime Rib® and the 1001 Chocolate Chip Cake. A name that is continually affiliated with quality, Steak and Ale remains a strong and highly-recognized brand.

"Steak and Ale wrote the book on high quality casual dining," said David Goronkin, President & CEO of Bennigan's Franchising Co., Inc., which owns the Steak & Ale brand. "By teaming up with Global Icons we'll be able to bring to customers many of the delicious Steak & Ale dishes they love and crave."

Bringing back an American classic, Global Icons will leverage Steak and Ale's reputation for offering an affordable, savory menu selection and transform its nostalgic favorites into easy-to-make meal planning solutions. The licensing program will introduce new entrees, appetizers, side dishes, desserts and beverages into the frozen, refrigerated, shelf stable and spirits aisles.

"Global Icons is looking forward to reviving the classic American steakhouse through strategic food licensing programs, maintaining the brand's unwavering commitment to quality and taste," said Jeff Lotman, CEO of Global Icons. "Steak and Ale was an innovator in its field and we aim to bring similar creative and delicious food products to consumer homes."

### **About Steak and Ale**

Steak and Ale opened its first restaurant in 1966 and grew to become a legend in the casual dining restaurant industry, introducing several innovations to the American dining scene. Inspired by the warmth of an English Inn, Steak and Ale was founded upon the principle of providing great steaks at affordable prices and attentive, friendly service within an intimate yet comfortable dining environment.

### **About Global Icons ([www.globalicons.com](http://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<sup>®</sup>, Bennigan's<sup>®</sup>, Build-A-Bear Workshop<sup>®</sup>, Captain Morgan<sup>®</sup>, Chuck E. Cheese's<sup>®</sup>, Cold Stone Creamery<sup>®</sup>, Consumer Guide<sup>®</sup>, Crock-Pot<sup>®</sup>, Cutex<sup>®</sup>, Dannon<sup>®</sup>, Duraflame<sup>®</sup>, The Hershey Company, Hollywood, Honda<sup>®</sup>, Honda<sup>®</sup> Motorcycle, Humvee<sup>®</sup>, Jacuzzi Brands, Tonino Lamborghini, Mr. Coffee<sup>®</sup>, Mrs. Fields<sup>®</sup>, Oster<sup>®</sup>, Spic and Span<sup>®</sup>, Steak and Ale<sup>®</sup>, Sunbeam<sup>®</sup>, and UPS<sup>®</sup>, among others.

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