

FOR IMMEDIATE RELEASE



GLOBAL ICONS AND STEAK N SHAKE ADD LICENSING TO THE MENU

LOS ANGELES, CA - March 30, 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 licensing partnership with The Steak n Shake Company, the classic American restaurant chain and creator of the famous STEAKBURGER™.

Global Icons will strategically manage and develop the Steak n Shake licensing program and extend the brand reach, transforming the restaurant's menu favorites into easy-to-make meal planning solutions. The Steak n Shake-branded merchandise line will leverage and expand the brand through licensing.

"The Steak n Shake Company is an American classic that has endured the test of time with its dedication to delectable all-American food and quality service," said Mike Gard, COO of Global Icons. "Global Icons is looking forward to providing loyal customers and new consumers the opportunity to indulge in the irresistibly delicious tastes of Steak n Shake fare at home when they can't make it to the restaurant."

About Steak n Shake (www.steaknshake.com)

Steak n Shake, founded in 1934, is a classic American brand, serving premium burgers and milkshakes through its chain of 490 restaurants.

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®, Cutex®, Duraflame®, The Hershey Company, Hollywood & Walk of Fame, Honda®, Honda® Motorcycle, Humvee®, Jacuzzi Brands, Tonino Lamborghini, Make-A-Wish Foundation®, Mr. Coffee®, Mrs. Fields®, Oster®, Spic and Span®, Steak n Shake®, Sunbeam®, and UPS®, among others.

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