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For immediate release to the market

ALLIED BRANDS Limited (ASX: ABQ)

Friday 18th December 2009.

Allied Brands wins retail rights for supply of products to Australian pavilion at World Expo Shanghai 2010.

- Allied Brands has executed an Agreement with the Australian pavilion for the exclusive rights to retail Cookie Man cookies and coffee and Baskin-Robbins ice cream at the Australian pavilion at World Expo in Shanghai during 2010;
- The event runs from April through October 2010 and is expected to attract 70 million visitors to the World Expo site;
- The Department of Foreign Affairs and Trade (DFAT), on behalf of the Commonwealth Government, has a major presence with the pavilion anticipated to attract 7 million visitors during the event;
- Allied Brands has entered into an exclusive agreement for the supply of cookies, coffee, Baskin-Robbins ice-cream and other appropriate Cookie Man products to be retailed by Cookie Man to visitors to the Australian pavilion at World Expo 2010;
- Cookie Man expects to use in excess of 10 tonnes of coffee at the World Expo – adding to the current coffee roasting production at the manufacturing plant at Mt Kuring-gai in Sydney. This coffee will also be served within the VIP area of the Australian pavilion, which is expected to entertain more than 12,000 VIPs during the event;
- The successful completion of the agreement forms part of the plans outlined at the recent AGM and further underpins the forecast for FY10 of NPBT of \$6.6 - \$7.2m as outlined at the AGM on November 30.
- The event will also be a positive contributor to FY11.
- The opportunity to display the product offering of the Cookie Man brand to such a large number of visitors increases the opportunity for additional international licence sales as visitation is expected to come from across Asia as well as internationally.

CEO Allied Brands, Shane Radbone said, "this is a significant win for the company, with the provision of products to a vast audience and equally important is the opportunity to market the Cookie Man brand in the biggest expo held in the history of World Expositions".

The contract with the Australian pavilion is another strategic partnership to complement the existing partnerships with DFO's in Australia and Delaware North. Each of these successful

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alliances helps reduce the reliance of Allied Brands on shopping malls alone for the Retail Franchising Division.

“The ability to partner with the likes of the Australian pavilion at the World Expo in China, is testimony to our strategy to find alternative sites for our brands, not just shopping malls”. Radbone said.

Allied already has a number of its outlets based in DFO's in Australia and in airports around Australia.

Cookie Man already has 48 stores in India, 11 in China, 13 in Greece and 1 in Singapore. The company recently announced the successful execution of a licence agreement for Cyprus and a Heads of Agreement for Kuwait.

<ENDS>

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About Allied Brands Limited

Allied Brands is a company specialising in the franchising sector based in Australia.

Allied has three divisions to its business model.

The first division is the Retail Franchising division, which includes the following brands : Baskin Robbins, Cookie Man, Villa and Hut and Kenny's Cardiology. This division also has a focus on vertical integration with its own manufacturing facility in Sydney providing a range of products to the franchised stores, including coffee and cookie dough. It makes it's money through a percentage of sales royalty income stream and margin from the manufacturing facility.

The bulk of the Retail Franchised businesses are based in Australia, however, the Cookie Man brand has stores in India, China, Greece and Singapore.

The second division is the Direct to the Home division, which includes the following brands : Awesome Water and Awesome Entertainment. This is a direct to the home model providing water cooler and LCD plasma screens to the home.

The third division is the newly launched Franchised services division. This is a service division to the franchising sector providing services to assist franchise companies and/or those wanting to franchise. The recent announcement in November 2009, included the winning of the first franchise service contract with Bay Swiss/Freedom Homes.

Headquartered on the Gold Coast, Allied Brands is listed on the Australian Securities Exchange, under the ASX code of ABQ. For more information about Allied Brands, visit www.alliedbrands.com.au