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ALLIED BRANDS LIMITED (ASX:ABQ)

INTERNATIONAL EXPANSION FOR COOKIE MAN

Leading owner, operator and developer of franchises Allied Brands Limited (ASX:ABQ) today announced it intended to launch its Cookie Man (CM) brand in at least three new countries by the end of 2008 following strong international interest.

Allied Brands director and Cookie Man managing director Peter Elligett said Allied Brands was currently assessing applicants to become Cookie Man master franchisees from a range of countries including Malaysia, Cyprus, Canada, England, Dubai, UAE, Japan, Spain, Thailand and Russia.

Mr Elligett said international inquiries had followed Cookie Man's strong excellent performance in India where it was earlier this year named Specialty Retailer of the Year for 2006.

"Cookie Man has 28 stores in India, including in all major cities, with another five stores due to open by March next year," Mr Elligett said. "Cookie Man is now supplying major hotels and airlines including Jet, Kingfisher and with its airport kiosks performing strongly."

"This impressive performance by Cookie Man in India has fueled international interest in becoming a master franchisee for the brand in other countries."

Mr Elligett said Allied Brands had intended to pursue international expansion opportunities for Cookie Man in the 2008-2009 financial year but strong inquiries had seen those plans brought forward.

"We are now assessing the international applications and intend to finalise arrangements for at least three countries to open stores by the end of 2008," he said. "At the same time, we will continue with accelerated expansion plans for Cookie Man in Australia."

"Allied Brands remains committed to its strategy of pursuing potential acquisitions in Australia in the franchise sector where such acquisitions can provide value for shareholders. It is currently reviewing a number of opportunities."

Cookie man, which was acquired by Allied Brands earlier this year, has 49 outlets in Australia and one in Singapore. As part of its Cookie Man acquisition Allied Brands was granted a three year option to acquire Cookie Man shares in CM India and CM China which are joint ventures with private equity firms in those countries.

Allied Brands is the Australian master franchisee for the Baskin-Robbins chain with 81 stores and in July announced the acquisition of the Kenny's Cardiology franchise which has 33 stores.

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