

Global Entertainment Holdings Implements New Embedded Application Technology For Movie Distribution

Los Angeles, CA – November 10, 2010 – Global Entertainment Holdings (OTCBB: GBHL) announced today that its sales and distribution subsidiary, Global Universal Film Group, is implementing the latest video distribution technology, called AppFlik™. The application differs from current streaming resources in that it functions as a securely embedded movie to prevent piracy. The movie is loaded into an application with free social networking capabilities that interact with viewers worldwide. Security against theft is greatly enhanced, there are no streaming or buffering issues, and the delivery is a hi-resolution viewing experience.

According to Gary Rasmussen, CEO of Global Entertainment Holdings, “The digital distribution of movies is highly efficient, cost effective and profitable. This new delivery technology is fantastic – our films will now be available to our customers any place, at any time, with no packaging, no shipping or logistics to worry about. Plus, the security features of AppFlik™ provide safe electronic distribution of our movies.”

Global Entertainment has contracted Level4 Stonehenge Development Partners to embed and market its movies for these downloadable applications. Our first AppFlik™ movie is “American Sunset”, featuring the late Corey Haim (www.AmericanSunsetTheMovie.com), which is expected to be available for sale on Apple’s iTunes app store before year’s end. The AppFlik™ is being featured initially on iTunes since the very successful iPhone and iPad are currently the viewing screens of choice. However, with the introduction of other platforms (i.e. Google TV, Apple’s iTv, Sprint’s EVO 4g and DroidX), the sky is the limit for this form of digital distribution.

About Global Entertainment Holdings, Inc. (OTC: GBHL) is a publicly-held, entertainment company. The Company’s goal is to build a worldwide entertainment organization with a multitude of domestic and foreign production affiliates. GBHL, operating through its wholly owned subsidiaries, Global Universal Film Group, Inc., Global Universal Entertainment, Inc., and its partially-owned Canadian subsidiary Global Universal Pictures, is in the process of developing and producing a slate of motion pictures in Canada and the U.S., employing recognizable-named talent, for worldwide release. GBHL is focused on the financing and marketing of these feature-length films. GBHL, through another wholly owned subsidiary, You’ve Got The Part, Inc. (www.youvegotthepart.com), will attempt to capitalize on the current popularity of Hollywood and reality based programming by casting small roles online that anyone with a digital camera can apply for.

Safe Harbor: Pursuant to the Safe Harbor Provisions of the Private Securities Litigation Reform Act of 1995, and within the meaning of Section 27A of the Securities Act of 1933 and Section 21B of the Exchange Act of 1934, any statements that express or involve discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, goals and assumptions of future events or performance are not statements of historical fact and may be “forward-looking statements.” Forward looking statements are based on expectations, estimates and projections at the time the statements are made that involve a number of risks and uncertainties

which could cause actual results or events to differ materially from those presently anticipated. Forward-looking statements in this release may be identified through the use of words such as “expects,” “will,” “anticipates,” “estimates,” “believes,” or statements indicating certain actions such as “may,” “could,” or “might” occur. Such statements reflect the current views of GBHL and its affiliated companies with respect to future events and are subject to certain assumptions, including those described in this release. These forward-looking statements involve a number of risks and uncertainties, including the timely development and market acceptance and commercial appeal of its feature-length films, its film production services, competitive market conditions in the motion picture industry (both in the US and foreign markets), successful sale of the rights to film content produced, the ability to secure additional sources of financing, the ability to reduce operating expenses and other factors. The actual results that the Company achieves may differ materially from any forward-looking statements due to such risks and uncertainties. Neither Global Entertainment Holdings, nor its affiliated or subsidiary entities undertakes any responsibility to update the “forward-looking” statements contained in this news release.

For more information, please visit us at: WWW.GLOBALUNIVERSAL.COM, or contact the Company by email at: contact@globaluniversal.com.