

NEWS RELEASE**INSTITUTIONAL INVESTORS SNAP UP PLACEMENT SHARES FOR LIFE BRANDZ IPO**

Singapore, June 15, 2004 – LifeBrandz Ltd (“LifeBrandz” or “the Group”), a lifestyle brand development and management Group, announced today that the Placement Shares in its Initial Public Offer (“IPO”) have been fully taken up.

LifeBrandz’s IPO received an overwhelming response to the placement tranche of 127 million shares (excluding the Internet Placement Shares). Among the institutional investors to snap up LifeBrandz’s Placement Shares were Legg Mason Asset Management, AIG Global Investment Corporation, Prudential Asset Management, Capital Intelligence, Dao Heng Insurance, MAN Financial and Fortman Cline Asia.

Mr Michael Wong, Chief Executive Officer of LifeBrandz: “We are delighted with the strong response to LifeBrandz’s Placement Share offering. The high level of interest shown by fund managers is a strong vote of confidence in our business fundamentals and growth strategy. The IPO marks a new and exciting chapter for LifeBrandz, which will give us the impetus to develop our business further and expand to new markets.”

In connection with its listing on the Mainboard of the Singapore Exchange Securities Trading Limited (“SGX-ST”), LifeBrandz is offering 132 million New Shares at S\$0.20 each. The Invitation comprised 2 million Offer Shares by way of public offer and 130 million Placement Shares.



SBI E2-Capital Pte Ltd is the Manager for LifeBrandz's IPO, while SBI E2-Capital Securities Pte Ltd is the Placement Agent and Underwriter for the listing. The Principal Sub-Placement Agents are Kim Eng Securities Pte. Ltd. and UOB Kay Hian Private Limited.

The Public offer will close at 12.00 noon on June 16, 2004. Trading of the shares is expected to commence on June 18, 2004.

About LifeBrandz

LifeBrandz develops and manages health, beauty, personal / family care and lifestyle products, focusing on four niche markets: Nutraceuticals, Cosmeceuticals, Functional Food and Beverages and Personal / Family Care and Lifestyle Products. As part of its business strategy, LifeBrandz focuses on its core brand development and management expertise and outsources non-core activities, such as manufacturing, distribution and logistics, to third-party specialists thus minimising high capital expenditure commitments and incurring fixed overheads.

LifeBrandz's ability to effectively build and promote its brands has been translated into successful brands including Intenz (skin supplement tablets), Extrim (weight management tablets and other weight management products), Genki Tea (floral tea) and Slimwater (functional water).

The Group's products are sold to distributors which have an extensive network consisting of chain and independent pharmacies, personal care stores, cosmetic companies and medical clinics, which on aggregate constitute more than 1,000 points of sale in Singapore and Hong Kong.

Financial Highlights

For the 6-month period ended 31 January 2004, LifeBrandz reported sales of S\$22.5 million and profit after tax of S\$5.0 million. The current half-year results have already exceeded both the sales and profit after tax for FY 2003 of S\$19.6 million and S\$4.6 million respectively.

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