

Newsroom

Press Release - LifeBrandz Wins Multiple 'Superbrands' Awards

Oct 13, 2004

SGX-listed LifeBrandz Wins Multiple

'Superbrands' Awards – For Top-selling

Brands Extrim & Intenz

·Latest regional brand awards accredit LifeBrandz' Brand Development and Management Approach ("BDMA") and underscore ability to replicate success model across the Asia Pacific region

Singapore, 13 October 2004 – SGX-listed home-grown lifestyle brand development and management group LifeBrandz Limited ("LifeBrandz") is proud to announce that its wholly owned subsidiary LifePharm Pte Ltd has won the prestigious Superbrands Awards for top-selling Extrim and Intenz brands.

The Extrim range of weight management products include carbohydrate neutraliser tablets while the Intenz range includes skin activator oral supplements and recently launched breakthrough Miracle Age Treatment product Intenz Miracle Mask, an intensive facial mask treatment for porcelain perfect skin.

The selection of award winners by the internationally respected Superbrands publication were based on the findings of a survey covering eight regional countries undertaken by noted market intelligence company Synovate, which first identified and defined each country's most highly acclaimed brands. The stringent selection criteria encompassed market dominance, customer loyalty, longevity, overall market acceptance and goodwill.

Commenting on the Group's latest awards, CEO Michael Wong said, "We are honoured to be a multiple recipient of the Superbrands Awards for both our Extrim and Intenz brands. This accreditation of our LifeBrandz' BDMA underscores our confidence in adapting and replicating our successful model to new target markets across the Asia Pacific region.

Our success in increasing shareholder value hinges on this ability to effectively differentiate our quality products through a strong brand image and position as a trusted name and leader in both weight management and beauty and skin care, thereby constituting sustainable competitive advantages for LifeBrandz going forward. It will also enhance our negotiating power as we seek opportunities to expand through acquisitions, joint-ventures and alliances."

Added Chief Brand Officer Clement Lee, "This double recognition of our efforts at building significant brand equity will spur us to continue innovating and investing in our brands in terms of brand extensions and advertising and promotions to ensure top-of-mind recall.

The Awards are timely as we gear up for the inaugural launch of Extrim carbohydrate neutraliser tablets in Indonesia soon and will boost our planned geographic expansion to Taiwan, Thailand and Malaysia. Prospective foreign customers who are unfamiliar with our brands and our Company will likely find added assurance in the status label "Awarded Superbrands Singapore 2004/2005" on our products and make their first purchase; thereafter the efficacy of our quality products will help us to retain customers and earn their trust."

The Superbrands accolades complement another independent endorsement received by LifeBrandz – on 16 July 2004, Extrim was ranked 469th among the top 1000 Asian brands in 2003 in a survey published by Brand Portfolio magazine, which included world-renowned brands Rolex, Louis Vuitton, Chanel, Gucci, Patek Phillippe and Starbucks in the top 500.

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Issued on behalf of LifeBrandz Ltd by WeR1 Consultants Pte Ltd

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About LifeBrandz Ltd

Established in July 2001 and listed on the Singapore Exchange Main Board since 18 June 2004,

LifeBrandz is a lifestyle brand development and management Group which develops and manages health, beauty, personal / family care and lifestyle products.

Based on its unique brand development and management approach LifeBrandz BDMA, the Group's ability to effectively build and promote brands that it creates and owns has translated into successful brands which meet customers' needs. These include Intenz (skin supplement tablets and masks), Extrim (weight management tablets and other weight management products), Genki Tea (floral tea) and Slimwater (functional water). LifeBrandz products are currently sold through more than 1,000 points of sale in Singapore and Hong Kong, including chain and independent pharmacies, personal care stores, cosmetic companies and medical clinics. The Group also embarked its entry into Indonesian market in June 2004 with a committed order of \$36 million in 3 years with its distributor in Indonesia.

In September 2004, the Group extended the Intenz brand with the launch of Intenz Miracle Mask and created a new brand SucoStop with a breakthrough sugar and fat blaster catering to the lifestyles of the younger segment and a new spokesperson in wildly popular Taiwanese R&B diva Elva Hsiao.

LifeBrandz leverages on an outsourcing strategy that allows the Group to focus on its core competencies of brand development and management as well as minimises high capital expenditure commitments and fixed overheads. Non-core activities such as manufacturing, distribution and warehousing / supply chain management are outsourced to reputable and reliable strategic partners who are proven specialists in their respective business arenas. For the year ended 31 July 2004, net profit grew 108% to S\$9.6 million as sales jumped 172% to S\$53.3 million.