



Press Release

THE CANNERY

THE 80,000 sq ft VIBRANT NIGHT-LIFESTYLE HOTSPOT

LifeBrandz spearheads a consortium of International F&B, Entertainment, Retail & Lifestyle brands for revolutionary concept at Clarke Quay

Singapore Exchange main board listed LifeBrandz Ltd ("LifeBrandz") will re-brand Clarke Quay's Block C as THE CANNERY and open in phases starting end 2005. This iconic F & B, entertainment and lifestyle development spread over 80,000 sq ft and 2 floors aims to become the round-the-clock entertainment destination precinct that will accommodate over 7,000 persons.

Occupying the **Cannery Loft** will be the cult dance club, Ministry of Sound offering 5 different music concepts, with a capacity of 4,000 and split into 2 annexes. **Cannery Walk** is a combination of top fashion and lifestyle brands such as the chill-out zone of Café Del Mar, the über cool Fashion TV/Bar and super nail spa Dashing Diva. At **Cannery Row**, internationally renowned dining concepts will reside, for example, the infamous Bice from New York and Milan.

A first in Singapore and South East Asia, this vibrant nightlife scene will witness an encompassing multi-tasking MDF concept (music-dance-food) which will stretch and appeal to a wide range of music, dance and food lovers.

Design

Working on this exciting project is Alsop Architects, one of Britain's most colourful and internationally applauded practices. Renowned for a plethora of media-grabbing projects; the intended transformation of Barnsley into a semblance of a Tuscan hill town; rebranding of Middlesbrough with proposed blocks of flats shaped like Prada skirts; the vivid blue Peckham Library; the wacky designed Hotel du Departement, Marseille, and the Sharp Centre for Design: a black and white box on stilts straddling the existing buildings of the Ontario College of Art and Design.

Alsop Architects, together with interior designers, GMP Design Associates, an award winning design consultancy specializing in Club and entertainment venues such as Ministry of Sound, London; TIME and WATERFRONT in Britain, have been appointed for THE CANNERY. They have risen to the challenge of providing Clarke Quay with a “beating heart” clubbing and F & B scene while preserving the indelible history that envelopes this part of Singapore and its eclectic facades.

THE CANNERY will feature Asia’s first moving and interactive assembly canning system that will ‘wrap around’ the building. These moving cans will provide ample opportunities for advertising as well as feature merchandise souvenirs that visitors can purchase such as canned teddy bears, tee-shirts and even cookies.

Additionally, the retail store within THE CANNERY will also showcase its own fashion line of trendy party ware for both men and women including a collection of limited edition hand-painted denim and vintage jeans.

Clarke Quay, so named after the second governor of Singapore, Sir Andrew Clarke, will soon be the pulse of the Singapore nightlife scene with the opening of THE CANNERY. Built in the 1880s, the façade of the building, a former pineapple cannery, is meticulously maintained and enhanced. When Sir Stamford Raffles spotted the area as the pulse of the city and what fast became the centre of commerce for the colony will soon serve as the ‘pulse’ of international entertainment and nightlife for the region and beyond.

Ministry of Sound – UK

Background

The club opened in London in September 1991 and has since established a cult following among clubbers worldwide.

The venue still remains at heart of the brand as it is where the story began and has been the main catalyst for the company’s many brand ventures and extensions. Now a well known record label and an authority in club culture and dance music, the Ministry of Sound was founded by visionary James Palumbo who converted an unused London bus depot in the form of a raw and unkempt warehouse into the dominant clubbing environment it is today.

James' vision was to import many of the world's most famous DJs to the UK enabling dance music fans access to the music they adored and the DJs that played and produced it. A vision that has become ingrained into the Ministry of Sound philosophy, as the brand now enables dance music fans worldwide access to their favourite form of music across a number of levels including internet, radio, mobile content, albums, singles, global tours and still its famous venue in London, England.

For many years Ministry of Sound, London has been hailed as the 'House of House' as DJ input and musical output has always concentrated on the many genres of house music. As dance music has evolved and expanded into many more genres, the club output has consistently been at the forefront of the scene with its DJ line up and musical policy delivering over and above the clubbing call of duty.

Recent years has seen urban music as the newest form of 'dance' music to monopolise airwaves and dance floors which has made way for the club's first ever 'non-house' event – Smoove, which takes place every Friday night. As with the club's many house led nights, Smoove fast became the best of its kind and is now hailed as the UK's premier urban clubbing event.

Line ups have included a plethora of the UK's finest R&B, Hip Hop, UK Garage and Bashment DJs, Producers and Live artists, whilst Smoove's most prominent characteristic has always been its regular A list guests that have included Eminem, Jay Z, Victoria Beckham, Usher, Missy Elliott and many more.

Ministry of Sound, London - a venue that not only started a worldwide music and lifestyle brand but also created the UK's clubbing movement as we know it today. It introduced the DJ to the dancer, the promoter to the party and the establishment to the movement.

Singapore

Following the original club in London, the Singapore club will be the biggest Ministry of Sound club worldwide when completed. This entertainment icon will feature a modern design housing different music concepts engineered with the best of audio systems providing acoustic excellence together with ambient surroundings where clubbers will be treated visually as well as audibly.

The cream of the world's DJ talents will be imported to form the sensational and eclectic line up of entertainment that will buzz throughout the year. The club areas will throb to the sounds of stomping house beats as a beautifully decadent crowd feel the bass bleed through the hidden speakers buried in the walls and the floors while others recline in style on the bed seats lining the walls.

All in all, the Ministry of Sound is set to raise the rafters with glamour, glitz and booty shaking action.

Fashion TV/Bar (FTV) - Paris

This cutting edge concept will give customers a front seat row at some of the best fashion shows in the world with more than 30 integrated top-of-the-line plasma screens fed through the FTV channel that broadcasts to over 500 million viewers in over 130 countries on 5 continents! This FTV bar will be integrated into the worldwide network and will blast daily feeds of the latest fashion happenings around the world as hundreds of fashion labels, events and models are delivered to the screens.

Spread over almost 3,000 sq ft of space, customers will 'taste' the mix of fashion with its incredible trendy cocktail and food menus that will serve the best of international light fare with the latest in bar mixes and drinks.

As the fashion happening venue, events will be planned regularly to work with top fashion labels to introduce the latest trends and fashion-related concepts. FTV parties have become a must for the world's fashion scenes and all events held at the FTV bar will be broadcast to the 500 million views worldwide!

FTV will attract Singapore's fashionable crowd, the local and regional models and fashion designers, photographers, stylists and anyone associated with the fashion industry to congregate and talk the talk and walk the walk! It will be dedicated to the pursuit of pleasure where its event calendar will be filled with tip-top fashion parties where some of the finest names in fashion will be showcased and celebrated here. Good times are guaranteed!

Dashing Diva – New York

'The most innovative nail bar in the world', Dashing Diva sets out to educate customers, potential and current that our hands and feet are more than just tools by which we work and play but rather they are an important form of self-expression, presentation and essential elements of good grooming. Based on those premises, they are set to deliver the highest quality and most innovative nail care products and services to the maximum amount of people around the globe in a convenient, affordable and fun manner.

Currently, with more than 200 stores in the US, Tokyo and Seoul, Dashing Diva will open at THE CANNERY as Singapore's largest nail care centre at over 3,500 sq ft offering a complete "Girls Nite Out" concept that will see Cosmopolitan cocktails served whilst the ladies get their nails done. The shocking pink interior features décor filled with multiple visual screens playing the latest in music videos providing a pulsating new experience in nail bar concepts.

Available at this Nail Spa and Boutique are:

- a **huge selection of nail polish** colors (over 150 colors and 500 artificial nail designs to choose from)
- hundreds of **easy to apply pre-decorated nails** – from prim & proper French manicure looks to bejeweled, pop art and fashion-forward designs
- the revolutionary **new Virtual Nails™** – This unique service at Dashing Diva will get a lot of diva 'buzz' ails as its patent-pending, custom fitted (214 different sizes) artificial nail extension service will be a healthier alternative to acrylics and wraps. .. all at half the price, in half the time.
- **highly-skilled nail technicians** , well-versed in all the latest nail care trends and techniques
- a **unique and fun atmosphere** where you can relax and unwind with friends. In the New York store on every Thursday and Friday evening from 6-9pm complimentary pink cosmopolitans are served to all clients as they enjoy any pampering nail services.

Dashing Diva will become a highly-sought-out venue for bachelorette parties, girls-night-outs, and birthday parties, especially for the pre-teen set and little divas who can get a special "Petite Treat" manicure while they're partying, customizing them with fun jewels, glitter, charms and stickers.

In case you think Dashing Diva is all fun and games, know this – the place will offer some seriously indulgent, spa-quality services for hands and feet (and waxing too!). Plus, the most dazzling array of nail and nail care products ever assembled under one roof. Dashing Diva has allocated every nail boutique space to promoting its extensive assortment of highly innovative, proprietary nail and nail care products, including 200 custom shades of long lasting nail color.

Dashing Diva Nail Spa and Boutique will be a place where every beauty diva can call her very own. Cyndi Lauper had it right ... girls just wanna have fun!

Café Del Mar - Ibiza

THE CANNERY is also especially excited to bring in the 'sunset music' maestros originally from the island of Ibiza. Opened 25 years ago, this has grown into a major cult-following of music style with the release of at least 12 CDs of their music. A music icon for the bohemian, cultured and literary lifestyle followers, Café Del Mar is the ritual for chilling out and relaxing with artists Underworld, A Man Called Adam, Stelle, Tabula Rasa, etc..

The Spanish fantasy-themed décor promises to be the first of its kind in Asia that will redefine the style of sunset partying and drinking. It will also showcase a regular line up of DJs from Ibiza that will provide music entertainment Café Del Mar-style from sunset till the wee hours of the morning.

BICE – New York and Milan

BICE started 79 years ago in Milan with a neighbourhood trattoria and has since grown into a world-wide name as the world's largest Italian Fine Dining group of restaurants with more than 35 outlets operated by the Bice Restaurant Group. Widely known to be one of New York's finest Italian restaurants, Bice is a popular destination for power-lunches and celebrity gatherings with star-studded regulars from the late Frank Sinatra to Sharon Stone, influential Wall Street bankers and politicians.

The design of the Singapore restaurant at THE CANNERY will incorporate elements of the acclaimed original Bice Milano interior to achieve a fresh, yet urbane look. The menu, as with the rest of the BICE restaurants, will be a skillful mix of traditional and newer trends in Italian cuisine. The menus will be refreshed regularly as chefs from BICE restaurants around the world will be flown in to demonstrate their culinary prowess and contribute to the infamous BICE reputation of providing the best of Italian modern cuisine.

With these and many more exciting world class Entertainment, Retail and Lifestyle Brands at THE CANNERY, Clarke Quay is set to be one of Singapore's iconic destination, visited by tourists and Singaporeans for its quality of lifestyle and entertainment concepts.

-The End-

About LifeBrandz Ltd

LifeBrandz was established in July 2001 and has been listed on the Singapore Exchange Main Board since 18 June 2004. LifeBrandz is a brand development and management Group with interests in health, beauty and lifestyle-related sectors, leveraging on its core competence in developing brands that it created and owns, into successful brands which meet customers' needs.

For more press information, please contact:

Lynda Moo

Directions M&C

T: +65 6462 0030

M: +65 9752 0026

E: lynda@directionsmc.com