

Press Release

LifeBrandz Partners Clarke Quay in Largest F&B Deal to Develop Flagship Lifestyle & Entertainment Concept

- **LifeBrandz and Clarke Quay sign largest F&B deal to-date to develop over 80,000 square feet of prime space at Clarke Quay**
- **LifeBrandz spearheads a consortium of International F&B, Entertainment, Retail & Lifestyle brands to develop a revolutionary concept for Clarke Quay never before seen in South East Asia**

Singapore, 13 April 2005 – Singapore Exchange main board-listed brand development and management group LifeBrandz Ltd ("LifeBrandz") announced today that they have signed a deal with Clarke Quay Pte Ltd, an indirect subsidiary of CapitaLand Limited, that will see both companies investing resources to transform over 80,000 square feet of prime commercial space at Clarke Quay into Singapore's revolutionary Lifestyle and Entertainment Venue, anchored by some of the world's top Lifestyle and Entertainment brands.

Clarke Quay Pte Ltd will undertake to retrofit, at its own cost, the entire Block C of Clarke Quay to meet LifeBrandz's specification in creating the ideal setting and ambience that will support the flagship concept. This expenditure will come from the S\$80 million make over plan for the new Clarke Quay. LifeBrandz will focus on its expertise in developing and managing the concept, bringing in a consortium of internationally revered Lifestyle and Entertainment brands which have developed huge fan followings.

Commenting on its largest F&B deal to date, Mr Lachlan Gyde, Vice President of CapitaLand Retail Ltd, said, "We want Clarke Quay to be one of Singapore's iconic destination visited by tourists and locals for its quality of lifestyle and entertainment concepts. LifeBrandz, which is taking up 80,000 sq ft of space at Clarke Quay's Cannery Block, have demonstrated an ability to successfully build and market unique lifestyle concepts and

brands. We are pleased that LifeBrandz shares our vision of transforming Clarke Quay into Singapore's premier lifestyle, entertainment, retail and F&B precinct."

Mr Michael Wong, CEO of LifeBrandz, elaborated, "In view of the government's initiative to springboard Singapore into an international Tourism and Entertainment hub, we are confident that the local Lifestyle and Entertainment arenas will see phenomenal enhancements and growth in the near future. We view this deal as a golden opportunity that will allow us to secure early-mover advantage and develop a flagship model which can also be replicated in other Asian cosmopolitan cities. Leveraging on the honed expertises of our international partners, LifeBrandz is confident of building a concept that will both redefine the Singapore's lifestyle and entertainment industry and yield tremendous returns when successfully implemented."

LifeBrandz has put together an architectural and interior design team from London who will work closely with ALSOP, the UK architects for Clarke Quay, to develop and integrate a hybrid of 12 different Lifestyle, Retail, Entertainment and Dining concepts across the 80,000 square feet of prime space. Both teams are working to synergistically blend the historical architecture at Clarke Quay with modern design concepts that will redefine the way conservation projects are re-born locally.

"This is a true combination of East meets West, not only in terms of design but also in the way it will be professionally managed. Besides the London design team, we have also identified an expatriate management team who will operate and manage the 12 different concepts when it is completed." Said Mr Wong, "Whilst we harness the individual authentic components in creating a unique blend of overall consumer experience, we are also mindful of providing service standards that will be nothing short of what one would expect at any 6-star lifestyle precinct," added Mr Wong.

Ms Mavis Seow, Director of CB Richard Ellis (Pte) Ltd Retail Services – Singapore, the property consultants who brokered the landmark deal said "We are all excited as this marks the largest overseas F&B and entertainment deal we have seen locally. Its impact will be significant and it will reinforce Clarke Quay's new positioning as the best Food and Entertainment precinct in Singapore."

LifeBrandz' Clarke Quay project is in line with the Group's strategy of exploiting core competence and track record in developing and managing brands under the Lifestyle core product category, its fourth category after Nutraceuticals, Cosmeceuticals and Functional F&B products. This includes launching LifeBrandz' own brands and products as well as

forging strategic partnerships with both local and internationally renowned brands via licensing agreements, which will enable the Group to broaden its customer and earnings bases.

LifeBrandz recently kicked off the Lifestyle category by securing an exclusive deal with New York-based Dashing Diva Franchise Corporation and KMC Exim Corp, the world's largest manufacturer of designer nails, to capture the fragmented Asian nail care and beauty services market as the exclusive licensee for Dashing Diva Nail Spa & Boutique concept and products in Singapore, Hong Kong and Taiwan.

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Issued on behalf of LifeBrandz Ltd by WeR1 Consultants Pte Ltd

Media Contact

**WeR1 Consultants Pte Ltd
29 Scotts Road
Singapore 228224
Tel: 65-6737 4844 Fax: 65-6737 4944 HP: 65-9187 4449
Mona Leong, monaleong@wer1.net
Eunice Lua, eunicelua@wer1.net**

About LifeBrandz Ltd

LifeBrandz was established in July 2001 and listed on the Singapore Exchange Main Board since 18 June 2004, LifeBrandz is a brand development and management Group with interests in the 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.

(www.lifebrandz.com)
