

LIFEBRANDZ LTD.

(Company Registration No. 200311348E)

APPOINTMENT OF LEE SHIEH-PEEN CLEMENT AS CHIEF EXECUTIVE OFFICER

The Board of Directors of LIFEBRANDZ LTD. (the “**Company**”) wishes to announce the appointment of Mr Lee Shieh-Peen Clement, currently the Company’s Executive Director and the Chief Brand Officer of the LifeBrandz Group, as the Chief Executive Officer of the Company in place of Mr Michael CK Wong when Mr Michael Wong’s term of service ends on 28 April 2007. Mr Michael Wong will not be extending his term of service for personal reasons but will remain on the Board as a non-executive director. Mr Clement Lee’s appointment as Chief Executive Officer will be effective from 29 April 2007.

Mr Clement Lee, 37, residing in Singapore, will assume the position of Chief Executive Officer of the Company, and will be responsible for setting strategic directions and plans for the Group’s future growth and expansion.

Mr Clement Lee was appointed as an Executive Director of the Company on 19 January 2005 and prior to his appointment, had more than 13 years of multi-brand, multi-industry experience from design and advertising to media and marketing. He also held various senior positions in both the communications and consumer sector regionally. Mr. Clement Lee’s other directorships for both present and the past 5 years directorships are as follow:-

Present Directorships	Past Directorships (for the past 5 years)
<u>Subsidiaries of LifeBrandz Ltd</u>	
N-Inc Pte Ltd	- Nil -
Luminox Pte Ltd	
Dashing Diva Pte Ltd	
Balcony Pte Ltd	
Ministry of Sound Pte Ltd	
Cannery Holding Pte Ltd	
Cannery Leisure Pte Ltd	
Palms Development Pte Ltd	
Mercier Group Pte Ltd	
Tribeca Leisure Pte Ltd	

Mr Clement Lee holds 60,100,000 ordinary shares in the Company, representing approximately 9.82% of the Company’s total issued and paid-up share capital as at the date of this Announcement. Mr Clement Lee is the son of Mr Lee Seng Choon, a substantial shareholder of the Company who holds 22,038,000 ordinary shares representing approximately 3.60% of the total issued and paid-up share capital of the Company.

Following the appointment, the Board of Directors and Key Management Team shall be reconstituted as follows:

Board of Directors

Lee Shieh-Peen Clement	Executive Director and Chief Executive Officer
Kenneth Goh Tzu Seoh	Executive Director and Chief Operating Officer
Michael Wong C.K.	Non-Executive Director
Thomas Carlton Thompson, III	Non-Executive Director
Lee Soon Kie	Independent Director
Irwin Lim Kee Way	Independent Director

Key Management Team

Lee Shieh-Peen Clement	Chief Executive Officer
Kenneth Goh Tzu Seoh	Chief Operating Officer
Koh Boon Liang	Chief Financial Officer

The Board wishes to extend its appreciation to Mr Michael Wong for his service and contribution to the Company and wishes him well in his future endeavours.

BY ORDER OF THE BOARD

Koh Boon Liang
Company Secretary
19 January 2007