

LIFEBRANDZ LTD.

(Company Registration Number: 200311348E)

QUERY REGARDING TRADING ACTIVITY

In response to the letter from the Singapore Exchange Securities Trading Limited (“SGX-ST”) received on 18 January 2007, the Board of Directors of LifeBrandz Ltd. (the “Company”) wishes to announce as follows:-

Question 1 : Are you aware of any information not previously announced concerning you (the issuer), your subsidiaries or associated companies which, if known, might explain the trading?- If yes, the information must be announced immediately.

Answer : The Company is constantly exploring and on the lookout for various business opportunities in order to enhance shareholder value, including without limitation developing new concepts in its lifestyle business categories and expanding its business both locally and in the region. In order to fund its growing business operations, the Company is exploring and contemplating various fund-raising activities. The Company, in compliance with the listing rules of the SGX-ST, announced earlier today that it had entered into a placement agreement with, *inter alia*, UOB Kay Hian Private Limited as the placement agents to procure subscribers and/or purchasers for up to 192,000,000 Shares (the “**Placement Shares**”) comprising up to 122,000,000 new Shares and up to 70,000,000 Vendor Shares in the capital of the Company, at the price of S\$0.115 for each Placement Share.

Save as set out above and apart from publicly available information, the Company is not aware of any other information not previously announced concerning the Company, its subsidiaries or associated companies which might explain the trading activity of the Company’s shares.

Question 2 : Are you aware of any other possible explanation for the trading?

Answer : The Company is not aware of any other possible explanation for the trading.

Question 3 : Can you confirm your compliance with the listing rules and, in particular, listing rule 703?

Answer : The Company confirms that it has complied with the listing rules of the SGX-ST and, in particular, listing rule 703.

BY ORDER OF THE BOARD

Koh Boon Liang
Company Secretary