



PRESS RELEASE

LIFEBRANDZ TIES UP WITH THE VENETIAN MACAO RESORT HOTEL To Open World-Renowned Buddha-bar

Singapore, 15 March 2007— LifeBrandz is pleased to announce that it has signed an agreement to launch a 35,000 square feet Buddha-bar as the anchor entertainment concept in The Venetian Macao Resort Hotel, bringing this legendary restaurant club to Asia for the first time.

The Venetian Macao Resort Hotel is set to open by the third quarter of 2007, and will be a star attraction of Macao's Cotai Strip™ mega-tourism development, an unparalleled master plan touted to become the "Las Vegas Strip" of Asia. The destination resort, which is owned by Las Vegas Sands Corp., will be complete with beautifully crafted baroque Venice canals, gondolas, singing gondoliers and other legendary Venetian icons.

Mr. Clement Lee, CEO designate, LifeBrandz says, "We are excited with our new collaboration to launch Buddha-bar, which is well-positioned to ride the upcoming entertainment and tourism boom set to take place in Macao. Buddha-bar has the perfect entertainment offering for The Venetian Macao Resort Hotel as it is a concept club steeped in the East West blend of music culture, thereby aligning itself closely with The Venetian Macao's vision to pull together the charm of Venice, the glamour of Las Vegas and the exotic Asian flair of Macao."

Buddha-bar is world renown for its choice of eclectic, ambient lounge music, and exclusive, high profile clientele. Part of the Parisian-based George V Group, Buddha-bar recently celebrated its ten-year anniversary. It was first launched in Paris in 1996, and has since opened its doors in Beirut, Dubai and New York City.

LifeBrandz currently manages the largest portfolio of lifestyle and entertainment brands in Singapore, having recently launched a series of bars and restaurants, which reside in the newly revamped, F&B entertainment hub The Cannery at Clarke Quay. Amongst the international, iconic brands are Ministry of Sound, which occupies 40,000 square feet, while Fashion Bar, Kandi Bar, Barfly, The Clinic, Aurum and Bice Restaurant span another 40,000 square feet in total. In January 2007, LifeBrandz further launched Café del Mar which occupies 35,000 square feet on Siloso Beach, Sentosa.

“The Venetian Macao Resort Hotel marks the first foray for LifeBrandz in our regional expansion strategy, and the Buddha-bar will be our flagship property in the territory. As part of our ongoing growth strategy, we are also exploring opportunities in both Macao and the greater China region,” adds Mr. Lee.

The Venetian Macao Resort Hotel will boast the world’s biggest casino with 546,000 square feet of gambling space, 3,000 luxury suites and swimming pools in a 32-storey tower, 1.1 million square feet of shopping, a 15,000-seat event centre, and a 1.2-million-square-foot convention center. It will also house 30 fine dining restaurants on its premises and a 1,800 seat full time Cirque du Soleil theatre.

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About LifeBrandz Ltd (Bloomberg: LFBZ SP Equity)

LifeBrandz Group was established in July 2001 and was listed on the Singapore Exchange Main Board in June 2004. LifeBrandz is a brand development and management Group with interests in lifestyle-related and entertainment sectors, leveraging on its core competence of developing and managing brands. In December 2005, LifeBrandz opened the iconic dance club, Ministry of Sound in Singapore and subsequently launched more exciting and interesting food and beverage venues at The Cannery at Clarke Quay, which include Bice Restaurant, Barfly, Fashion Bar, Kandi Bar, The Clinic, Aurum and Nectarie. In early 2007, it launched Café del Mar at Siloso Beach, Sentosa Island, the first designer beach club in Singapore.

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