



SGX ANNOUNCEMENT

MINISTRY OF SOUND SINGAPORE NAMED BEST NIGHTSPOT EXPERIENCE AT STB AWARDS 2006 MOS is first-time nominee and first-time winner

Singapore, 30 March 2007 - LifeBrandz is proud to announce that Ministry of Sound (MOS) in Singapore has been named "Best Nightspot Experience" at the recent Singapore Tourism Board Awards 2006, held on 29 March 2007.

The nomination (and win) is a first for the iconic club in Singapore, which operates under a licensing arrangement with Ministry of Sound in the United Kingdom. Since opening its doors in December 2005, MOS Singapore enjoys a healthy turnout of patrons nightly, comprising a mix of local partygoers and tourists. In April 2007, MOS Singapore is set to welcome its 1.5 millionth patron.

The "Best Nightspot Experience" award was voted on by the public, who were asked to nominate their favourites based on the following criteria:

- most innovative, creative and unique theme/ concept and ambience
- most vibrant and entertaining, constantly re-inventing by creating new and exciting events
- most effective in enhancing Singapore's position as the Entertainment Capital of Asia
- most creative and effective in marketing and promotional activities and able to generate international media profile
- excellent and professional service

Since opening over 15 years ago, MOS London has established a cult following amongst clubbers worldwide, and is credited with revolutionising the dance music scene - with its vision of importing world-famous DJs to its London club, allowing dance music fans access to the music they adore, played by the DJs who produced the music.

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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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