

LIFEBRANDZ LTD.

(Incorporated in Singapore)
(Company Registration No. 200311348E)

RESIGNATION OF CHIEF FINANCIAL OFFICER AND COMPANY SECRETARY

The Board of Directors of Lifebrandz Ltd. (the "Company") wishes to announce the following:

1. The resignation of Mr Koh Boon Liang as the Chief Financial Officer and Secretary of the Company with effect from 9 November 2007.
2. The Board would like to put on record their appreciation to Mr Koh Boon Liang for his services rendered to the Company.
3. Mr Lim Chen Wei, the Group Financial Controller of the Company, will assume the duties of Chief Financial Officer with effect from 9 November 2007.

The details of the resignation of Mr Koh Boon Liang are contained in a separate announcement made today.

Submitted by Ms Tan Min-Li, Company Secretary, on 2 October 2007 to the SGX