

LIFEBRANDZ LTD.

(Incorporated in the Republic of Singapore)
(Company Registration Number: 200311348E)

PROPOSED RENOUNCEABLE NON-UNDERWRITTEN RIGHTS ISSUE OF UP TO 1,101,000,000 RIGHTS SHARES IN THE CAPITAL OF LIFEBRANDZ LTD. (THE "COMPANY") ON THE BASIS OF THREE (3) RIGHTS SHARES FOR EVERY TWO (2) EXISTING ORDINARY SHARES

Unless otherwise defined, all terms used herein shall bear the respective meanings ascribed thereto in the offer information statement dated 22 July 2009 in relation to the Rights Issue.

- RESULTS OF THE RIGHTS ISSUE

1. LEVEL OF SUBSCRIPTION

The board of directors of the Company (the "**Board**") is pleased to announce that, as at the close of the Rights Issue on 7 August 2009 (the "**Closing Date**"), valid acceptances and excess applications for a total of 3,666,482,133 Rights Shares, representing approximately 333% of the total number of Rights Shares available under the Rights Issue, were received. This includes the acceptances by the Undertaking Shareholders of an aggregate of 241,615,500 Rights Shares pursuant to their Irrevocable Undertakings and excess applications by the Relevant Undertaking Shareholders of an aggregate of 859,384,500 excess Rights Shares pursuant to their Excess Application Undertakings.

Details of the valid acceptances and excess applications for the Rights Shares received are as follows:

- (a) valid acceptances were received for a total of 1,001,000,228 Rights Shares, representing approximately 90.9% of the total number of Rights Shares available under the Rights Issue; and
- (b) excess applications were received for a total of 2,665,481,905 excess Rights Shares, representing approximately 242.1% of the total number of Rights Shares available under the Rights Issue ("**Excess Applications**").

Pursuant to their Irrevocable Undertakings, Regalia, DL and HSJ have accepted their respective entitlements of 151,615,500, 43,500,000 and 46,500,000 Rights Shares.

2. EXCESS APPLICATIONS

A total of 99,999,772 Rights Shares which were not validly taken up will be allotted to satisfy the Excess Applications. In such allotment, preference will be given to the rounding of odd lots, and Substantial Shareholders (not including DL and HSJ) and Directors will rank last in priority.

3. ALLOTMENT OF RIGHTS SHARES

Entitled Depositors with valid acceptances of and successful Excess Applications, will receive via ordinary post, on or about 19 August 2009, a notification from CDP stating the number of Rights Shares that have been credited to their respective Securities Accounts.

4. REFUND AND PAYMENT

Where any acceptance for Rights Shares and/or Excess Application is invalid or unsuccessful, the amount paid on acceptance and/or application will be returned or refunded to such

applicants without interest or any share of revenue or other benefit arising therefrom by:

- (a) ordinary post, and in the case of a refund, by means of a crossed cheque drawn on a bank in Singapore (where the acceptance and/or application is through CDP or the Share Registrar) within fourteen (14) Market Days after the Closing Date, at their own risk, to their mailing addresses in Singapore as maintained with CDP or the Share Registrar; or
- (b) crediting their bank accounts with the relevant Participating Banks (where acceptance and/or application is through Electronic Application) within fourteen (14) days of the Closing Date, at their own risk, the receipt by such bank being a good discharge to the Company and CDP of their obligations.

Some of the provisional allotments of Rights Shares which would have been provisionally allotted to Overseas Shareholders were sold "nil-paid" on the SGX-ST. The net proceeds from such sales, after deduction of all expenses therefrom, will be pooled and thereafter distributed to Overseas Shareholders in proportion to their respective shareholdings or, as the case may be, the number of Shares entered against their names in the Depository Register as at the Books Closure Date and sent to them by ordinary post at their own risk, provided that where the amount of net proceeds to be distributed to any single Overseas Shareholder is less than S\$10.00, the Company shall be entitled to retain or deal with such net proceeds as the Directors may, in their absolute discretion, deem fit in the interests and no Overseas Shareholder shall have any claim whatsoever against the Company, the Manager or CDP in connection herewith.

5. LISTING

The Company expects that the 1,101,000,000 Rights Shares shall be issued pursuant to the Rights Issue on or about 18 August 2009.

The Company further expects that the Rights Shares will be listed and quoted on the Official List of the SGX-ST with effect from 9.00 a.m. on or about 19 August 2009.

The Company will in due course release an announcement to inform Shareholders on the date for the listing of, and quotation for, the Rights Shares on the SGX-ST.

BY ORDER OF THE BOARD

Submitted by Lee Shieh-Peen Clement, Executive Chairman of the Company on 17 August 2009 to the SGX-ST