



ANNOUNCEMENT RELEASE

15 MARCH 2010

**HOMEGROWN IRISH CONCEPT MULLIGAN'S GROWS
WITH FLAGSHIP OUTLET AT RESORTS WORLD**

15 March 2010 – Following the phenomenal success of its premier outlet at The Cannery, Clarke Quay, Mulligan's, a homegrown Irish pub and restaurant concept created by leading nightlife and lifestyle group LifeBrandz, will open its flagship outlet at the highly sought-after Resorts World, at The Forum, in late May 2010, making this the 11th outlet in the group's portfolio of nightlife and lifestyle business.

This second Mulligan's spans a sizable area of 3,000 square feet, with an open kitchen concept which is a refreshing touch for an Irish pub. For those who smoke and are concerned with locating smoking areas at close proximity, the new Mulligan's has made it easy for smoking patrons by incorporating a smoking room within the pub space.

Just as the first Mulligan's was conceptualized as a classical, traditional Irish bar that provides a meeting point for like-minded individuals and sports enthusiasts to appreciate great value Irish food and beverage culture, authentic Irish live music, and view exciting sports games, the Resorts World flagship will be more focused on sports and the sports viewing experience, complete with a giant size screen and multiple sports screens showing various popular sports.

LifeBrandz

Announcement Release – Resorts World Mulligan’s the Irish pub & restaurant

15 March 2010

Page 2

"We are extremely encouraged by the huge success we achieved with the first Mulligan’s that was created as an original, homegrown concept. With the expansion of Mulligan’s to Resorts World, it only marks the dawn of the development of our local concepts that are highly exportable to overseas market. We will be looking at bringing Mulligan’s overseas shortly and develop it as a homegrown nightlife franchise model so that we can place our footprints beyond the shores of Singapore," said **Mr. Bernard Lim, Chief Executive Officer, LifeBrandz.**

Stay tuned to our expansion news...

About LifeBrandz Ltd

LifeBrandz was established in July 2001 and has been listed on the Singapore Exchange Main Board since 18 June 2004. LifeBrandz is a brand development and management Group with interests in health, beauty and lifestyle-related sectors, leveraging on its core competence in developing brands that it created and owns, into successful brands which meet customers’ needs.

LifeBrandz currently has a total of 11 entertainment and nightlife outlets in Singapore, including:

1. **Borgata** @ The Cannery, Clarke Quay
2. **Clinic** @ The Cannery, Clarke Quay
3. **Lunar** @ The Cannery, Clarke Quay
4. **Mulligan’s** @ The Cannery, Clarke Quay
5. **Nectarie** @ The Cannery, Clarke Quay
6. **Rebel** @ The Cannery, Clarke Quay
7. **Yello Jello** @ The Cannery, Clarke Quay
8. **Yue** @ The Cannery, Clarke Quay
9. **Zirca** @ The Cannery, Clarke Quay
10. **Café Del Mar** @ Siloso Beach, Sentosa
11. **Mulligan’s** @ Resorts World, The Forum

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LifeBrandz

Announcement Release – Resorts World Mulligan’s the Irish pub & restaurant

15 March 2010

Page 3

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