

INVESTMENTS IN THAILAND

The Board of Directors of Lifebrandz Limited ("the Company") is pleased to announce that the Company has established a wholly-owned subsidiary in Thailand named Lifebrandz (Thailand) Co. Ltd. This company has also incorporated another company Mulligan's Co Ltd with 49% shareholding and 51% foreign shareholding.

With the incorporation of the Thailand subsidiaries, the Company has started finalising a lease agreement with Central Pattana (CPN) in Thailand, for a 4000 square feet premise in The Central Festival Mall, Pattaya, Asia's largest beachfront mall.

The Company is planning its first overseas venture and its third Mulligan's Irish Bar and Restaurant for the said premise in Pattaya, Thailand.

On 1 June 2010, its second Mulligan's Irish Bar and Restaurant at Resorts World Sentosa also opened its doors for business.

Details for the incorporation of the Thailand companies are as follows:-

Name of company	Initial Paid up capital	Nature of business
Lifebrandz (Thailand) Co., Ltd	THB 3,920,000	Holding Company
Mulligan's Co., Ltd	THB 2,000,000 (registered capital is THB 8,000,000)	Sport bar and restaurant

The above transactions were funded through internal resources and are not expected to have any material impact on the earnings per share and the net tangible assets per share of the Company for the financial year ending 31 July 2010.

None of the Directors or the controlling shareholders of the Company has any interest, direct or indirect, in the above establishments.

BY ORDER OF THE BOARD
Lee Shieh-Peen Clement
Executive Chairman of Lifebrandz Ltd
Date: 9 June 2010