

**LIFEBRANDZ LTD**

(Company Registration No. 200311348E)

**Mulligan's Pte Ltd**

The Board of Directors of LifeBrandz Limited ("the Company") is pleased to announce that its wholly-owned subsidiary, Mulligan's Pte Ltd has secured the first overseas franchisee for our Mulligan's Irish Pub and Restaurant concept.

The Letter of Offer dated 20 October 2011 on the unit franchise in the Sukhumvit district, Bangkok Thailand has been signed between Mulligan's Pte Ltd and Mulligan's (Bangkok) Co Ltd.

The subject matter of the announcement is not expected to have any material effect on the net tangible assets and earnings per share of the Company for the current financial year.

By Order of the Board

Bernard Lim  
Chief Executive Officer

Dated: 20 October 2011