

**LIFEBRANDZ LTD**

(Company Registration Number: 200311348E)

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**DEREGISTRATION OF A SUBSIDIARY**

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The Board of Directors of LifeBrandz Ltd. (the "Company") wishes to announce that its subsidiary, Brandzplus Inc, a company incorporated in British Virgin Islands, has been deregistered pursuant to Section 213, the Companies Act 2004 of the British Virgin Islands (the "Act").

The subsidiary has been dormant and the above deregistration is not expected to have any significant impact on the financial position of the Company for the current financial year ending 31 July 2013.

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

BY ORDER OF THE BOARD

23 November 2012