



MEDIA RELEASE

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**~ LIFE BRANDZ ENTERS INTO NEW COLLABORATION WITH THE TEAM FROM MASSIVE COLLECTIVE**

**~ LIFE BRANDZ TAKES OVER OPERATIONS FOR MINK AND THE ROYAL ROOM**

**~ LIFE BRANDZ ANNOUNCES EXCITING NEW CLUB TO BE LAUNCHED IN CLARKE QUAY**

4 MARCH 2013 – Lifebrandz today announced a new business collaboration with the team from Massive Collective.

Lifebrandz has signed an agreement to buy over the business of Qumulus. Qumulus is a company jointly owned 70% by Filter Entertainment and 30% by Cedric Chong, a Director of Massive Collective. Filter Entertainment is jointly held by eM & eM and Massive Collective. Massive Collective is a nightlife and hospitality group that specializes in lifestyle marketing consultancy, club marketing and operations. They are the marketing team known for promoting premium top clubs in Singapore, including exclusive VIP membership clubs like Filter, Mink and the Royal Room. eM & eM is part of a F&B Group in Singapore that operates various outlets including 5 Emerald Hill, Que Pasa, Ice Cold Beer and Coastes.

Qumulus had entered into a collaboration agreement with Royal Concept, the owners of Mink and The Royal Room. This agreement will be transferred to Lifebrandz pursuant to the sale of its business. Under the agreement, Lifebrandz will be responsible for promoting, marketing and operating the two clubs and will be entitled to 50% of the profits of Mink and The Royal Room.

In consideration of the transfer of the business, Lifebrandz will issue to Qumulus 300,000,000 shares, which will represent approximately 14.05% of the company's Enlarged Share Capital following the completion.

In addition, Cedric Chong will join Lifebrandz as its Executive Director and Board Member when the deal is completed.

Mink and Royal Room, at the Pan Pacific Hotel, owned by Royal Concept, part of the Prive Food and Beverage Group, are two highly popular clubs in Singapore, attracting the trendy sophisticated and affluent partygoers each week since they were launched 18 months ago. The two clubs will become part of Lifebrandz's extensive nightlife collection, which includes clubs like Zirca, Aquanova and pubs like Mulligans' in Clarke Quay, Singapore and in Thailand.

"Lifebrandz has been working closely with Massive Collective on club marketing over the recent years. This joint venture is the result of a very natural evolution of our business relationship to combine our core competencies and synergies, and elevate the group's business to the next level. Together with our existing mix of entertainment outlets and the new clubs we are creating in Clarke Quay, we also strongly believe that both Mink and Royal Room will further increase the profile of our company", said **Mr. Bernard Lim, Chief Executive Officer, Lifebrandz.**

"We have always enjoyed an excellent working relationship with Lifebrandz. I am very pleased with the partnership of the two companies as I believe our combined business expertise and marketing experience will bring about a more compelling business model to breathe new life into the nightlife industry in Singapore," said **Mr. Cedric Chong, Executive Director, Massive Collective.**

#### **Exciting new bars and clubs coming up in Clarke Quay**

As part of its expansion plans, Zirca will make way for a brand new dance club concept, where progressive, cutting edge projection mapping technology, coupled with enlarged posh VIP seating, will dazzle club goers with its mind-blowing effects as both International Guest and Resident DJs rock the floor on stage every week. The new club named DREAM will be launched in mid March.

Following this, there will be more new bars and clubs concepts to be added to complete the Clarke Quay nightlife revamp. More details on the new concepts will be unveiled shortly. Stay tuned.

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### **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.

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