

LIFEBRANDZ LTD.
(Incorporated in the Republic of Singapore)
(Company Registration Number: 200311348E)
(the “Company”)

**THE PROPOSED ACQUISITION OF THE BUSINESS AND ASSETS OF QUMULUS PTE. LTD. BY
LUX LEISURE PTE. LTD., A WHOLLY OWNED SUBSIDIARY OF THE COMPANY - RECEIPT OF
IN-PRINCIPLE APPROVAL FROM THE SINGAPORE EXCHANGE SECURITIES TRADING
LIMITED**

Unless otherwise defined, all terms used herein shall bear the same meaning as in the announcement made by the Company on 4 March 2013 in relation to the Proposed Acquisition.

Further to the announcement made by the Company on 4 March 2013 in relation to the Proposed Acquisition, the Board of Directors of the Company is pleased to announce that the Singapore Exchange Securities Trading Limited (“**SGX-ST**”) has today granted in-principle approval (“**AIP**”) for the listing and quotation of 300,000,000 Consideration Shares to be issued at S\$0.0116 per Consideration Share.

The AIP granted by the SGX-ST is subject to the following:

- (a) compliance with the SGX-ST’s listing requirements;
- (b) release of an announcement by the Company via SGXNET containing the following details:
 - (i) clear justifications for the amount of Consideration;
 - (ii) regarding the rationale for the Proposed Acquisition, elaboration on how the Proposed Acquisition would be expected to help the Company improve its current business operations; and
 - (iii) reasons why the Proposed Acquisition will not result in a change of control of the Company.

The AIP granted by the SGX-ST is not to be taken as an indication of the merits of the Proposed Acquisition, the Consideration Shares, the Company and/or its subsidiaries.

A separate announcement will be made by the Company upon the allotment and issue of the Consideration Shares.

By Order of the Board

Bernard Lim Miang
Executive Director and Chief Executive Officer
29 April 2013