

LIFEBRANDZ LTD.
(Company Registration No.:200311348E)

(1) RESIGNATION AND APPOINTMENT OF CHIEF EXECUTIVE OFFICER
(2) RE-DESIGNATION OF EXECUTIVE DIRECTOR

The Board of Directors (“Board”) of Lifebrandz Ltd (the “Company”) wishes to announce that:-

1. Mr. Bernard Lim Miang, an Executive Director of the Company, will step down as the Chief Executive Officer (“CEO”) of the Company with effect from 30 November 2013. Mr. Bernard Lim will remain on the Board and will be re-designated as a Non-Executive Director of the Company with effect from 30 November 2013.

The Board would like to express their appreciation to Mr. Bernard Lim for his past services and contribution to the Company as an Executive Director and CEO.

2. Mr. Chong Sien Chern Cedric will be appointed as the CEO of the Company in place of Mr. Bernard Lim with effect from 1 December 2013.

The particulars of Mr. Cedric Chong pursuant to the requirements of Rule 704(7) of the Listing Manual of Singapore Exchange Securities Trading Limited will be furnished in separate announcements.

Following the re-designation of Mr. Bernard Lim, the composition of the Board shall henceforth be as follows:

Mr Cedric Chong Sien Chern	- Executive Director & CEO
Mr Bernard Lim Miang	- Non-Executive Director
Mr Wong Kok Hoe	- Non-Executive Director
Mr Irwin Lim Kee Way	- Independent Director
Mr Thomas Carlton Thompson III	- Independent Director

There are no changes in the composition of Audit Committee, Remuneration Committee and Nominating Committee.

By Order of the Board

Toon Choi Fan
Company Secretary

5 November 2013