DEREGISTRATION OF A SUBSIDIARY

The Board of Directors of LifeBrandz Ltd. (the "Company") wishes to announce that its wholly owned dormant subsidiary, LB INVESTMENTS LIMITED, a company incorporated in the Republic of Mauritius, has been deregistered. The deregistration is for the purpose of streamlining the Group's organisation structure.

The subsidiary has been dormant and the above deregistration is not expected to have any material impact on the financial position of the Company for the current financial year ending 31 July 2015.

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

Chng Weng Wah CEO / Executive Director 30 April 2015