

# ASX ANNOUNCEMENT

ECHO ENTERTAINMENT GROUP



8 March 2012

To: Australian Securities Exchange  
Companies Announcements Platform  
20 Bridge Street  
Sydney NSW 2000

## **NOTIFICATION OF SUBSTANTIAL SHAREHOLDING**

As required under Listing Rule 3.19, the Company gives notice that it has become aware that James Douglas Packer and Consolidated Press Holdings Limited (ACN 008 394 509) and associated entities became a substantial shareholder in Echo Entertainment Group Limited on 2 March 2012 as a result of their investment in Crown Limited (ACN 125 709 953) with relevant interests held totalling 63,302,086 ordinary shares, representing 9.20% of the issued fully paid ordinary capital.

The Company's Constitution, as well as certain agreements entered into with the New South Wales Independent Liquor and Gaming Authority and the Queensland Office of Liquor and Gaming Regulation, contain restrictions prohibiting an individual from having a voting power of more than 10% in the Company. The Company may refuse to register any transfer of shares which would contravene these shareholding restrictions or require divestiture of the shares that cause an individual to exceed the shareholding restrictions.