

ASX ANNOUNCEMENT

ECHO ENTERTAINMENT GROUP



27 March 2013

INTERIM DIVIDEND SHAREHOLDER MAILING

Attached are copies of the following documents that will be despatched today to shareholders with their interim dividend statements:

- Chairman's letter to shareholders;
- Interim Report; and
- a leaflet regarding the Shareholder Benefits Scheme.

Paula Martin
Group General Counsel & Company Secretary

27 March 2013

Dear Shareholder

Interim Report

I am pleased to enclose the Interim Report of Echo Entertainment Group Limited (**Echo Entertainment Group**) for the half year ended 31 December 2012. It includes a message from our new Managing Director and Chief Executive Officer, Mr John Redmond, an overview of the half year financial results and details of our achievements and highlights during the period.

Interim Dividend

As announced on 21 February 2013, the Board of Echo Entertainment Group declared an interim dividend of 4 cents per share, fully franked. If you elected to receive dividend statements electronically, your dividend payment advice was emailed to your nominated email address on 27 March 2013. If not, your dividend payment advice is enclosed.

In accordance with Echo Entertainment Group's Constitution and the mandatory direct credit policy, Echo Entertainment Group will only pay dividends to shareholders by direct credit into an account with an Australian financial institution. If you do not have banking details registered against your shareholding then your dividend will be withheld pending receipt of your account details by the share registry.

If you have a registered address other than in Australia and you have not provided details of an Australian bank account, you will be paid by cheque in Australian dollars.

Dividend Reinvestment Plan

The Dividend Reinvestment Plan (**DRP**) which was adopted on 6 December 2011 has been activated and will commence operation after 30 June 2013. The **DRP** did not apply to the interim dividend.

Participation in the **DRP** will allow you to reinvest part or all of your dividend income by converting dividend payments into Echo Entertainment Group shares. By participating in the **DRP**, you increase your shareholding without any brokerage costs. A summary of the **DRP** and a copy of the **DRP** Rules are available on Echo Entertainment Group's website at www.echoentertainment.com.au.

Echo Entertainment Group shareholders who were previous shareholders in Tabcorp Holdings Limited at the time of the demerger on 15 June 2011 have had their **DRP** instructions carried over to their Echo Entertainment Group shareholding in accordance with the Scheme of Arrangement.

If you would like to amend your **DRP** instruction or participate in the **DRP** for future dividends, please make your changes online via the share registry's website www.linkmarketservices.com.au or complete and return the enclosed **DRP** form to the share registry in the reply paid envelope provided.

Note: Participation in the **DRP** will override the payment of a cash dividend.

Shareholder Benefits Scheme

I am pleased to continue to extend to you the opportunity to enjoy a range of shareholder discounts across our casino venues under the Shareholder Benefits Scheme. Enclosed is a leaflet outlining the benefits available at each of our casino and entertainment complexes.

Staying in touch – receiving electronic communications

You can elect to receive all your shareholder communications electronically and I encourage you to do so. This enables us to provide you with faster communications about your shareholding in Echo Entertainment Group and shareholder benefits.

By providing your email address and electing to become an eShareholder, you will also be helping to reduce the impact on the environment and the costs associated with sending shareholder documents. To update how you want your shareholder communications delivered, please visit the share registry's website at www.linkmarketservices.com.au.

If you have any queries please contact the share registry on the telephone numbers listed at the top of this letter or via email to echoentertainment@linkmarketservices.com.au.

Thank you for your ongoing support of Echo Entertainment Group.

Yours sincerely

A handwritten signature in black ink, appearing to read 'John O'Neill', with a large, stylized loop at the end of the line.

John O'Neill AO
Chairman

FINANCIAL HIGHLIGHTS FOR THE HALF YEAR ENDED 31 DECEMBER 2012

REPORTED	
Statutory revenue	\$912.6 million, up 4.2%
EBITDA ¹	\$204.0 million, up 8.4%
EBIT	\$134.0 million, up 3.7%
Net profit after tax (NPAT) ²	\$66.5 million, down 5.3%
Earnings Per Share	8.1 cents, down 17.3%
NORMALISED (UNDERLYING)	
Revenue	\$976.7 million, up 7.5%
- The Star	\$636.8 million, up 13.6%
- Queensland	\$339.9 million, down 2.4%
EBITDA ³	\$210.0 million, up 0.4%
- The Star	\$137.2 million, up 4.1%
- Queensland	\$72.8 million, down 6.0%
EBIT	\$139.9 million, down 6.8%
- The Star	\$91.8 million, down 3.6%
- Queensland	\$48.1 million, down 12.4%
DIVIDEND PER SHARE	
Dividend (fully franked)	4.0 cents
BALANCE SHEET	
Gross Debt	\$916.9 million
Net Debt ⁴	\$717.4 million
Net Debt/EBITDA (actual) ⁵	1.7x (based on annualised 1H13)

[1] Including significant items.
[2] Decline largely as a result of a lower tax rate in the prior period and higher depreciation and amortisation in the current period following the investment at The Star.
[3] Excluding significant items.
[4] Net Debt is stated after adjusting for cash and cash equivalents
[5] EBITDA is stated after adjusting for significant items and is based on 1H13 result annualised

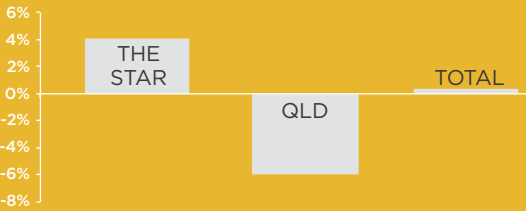
The Queensland results comprise Jupiters Hotel and Casino Gold Coast and Townsville operations and the Treasury Casino and Hotel Brisbane.

The above financial information should be read in conjunction with Echo Entertainment Group Limited's Directors' Report and Financial Report for the half year ended 31 December 2012, and the Media Release and Half Year 2013 Results Presentation released to the Australian Securities Exchange (ASX) on 21 February 2013.

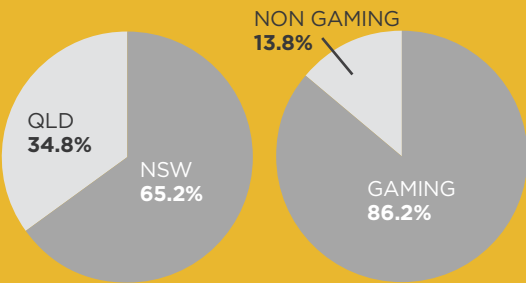
1H12 VS 1H13 NORMALISED REVENUE GROWTH



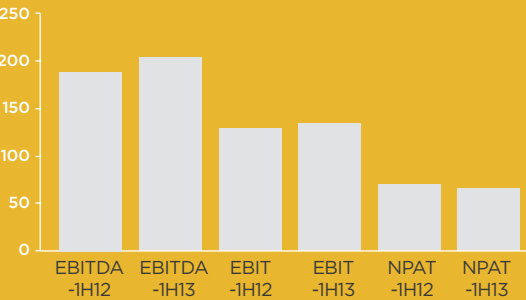
1H12 VS 1H13 NORMALISED EBITDA GROWTH (%)



1H13 REVENUE BY STATE 1H13 REVENUE MIX



PROFITABILITY (\$M)



ECHO ENTERTAINMENT GROUP LTD

INTERIM REPORT

2013



ECHO ENTERTAINMENT GROUP



ECHO ENTERTAINMENT GROUP LIMITED

ACN 149 629 023

WWW.ECHOENTERTAINMENT.COM.AU

A NEW ERA IN TOURISM AND ENTERTAINMENT

A MESSAGE FROM THE CHAIRMAN

THE FIRST HALF OF THE 2013 FINANCIAL YEAR CLOSED WITH THE APPOINTMENT OF MR JOHN REDMOND AS MANAGING DIRECTOR AND CHIEF EXECUTIVE OFFICER OF ECHO ENTERTAINMENT GROUP.

You will recognise Mr Redmond from his time as a Non-Executive Director on the Board of Echo, a position he held from March 2012 until his recent appointment.

Mr Redmond's appointment is an exciting one for Echo. His time on the Board has provided him with insight into our business and an understanding of the environments in which we operate.

He brings to the job an invaluable balance of international experience covering casino and entertainment executive management, financial management, listed company leadership and casino regulatory experience.

This combination of experience and understanding of our business has enabled Mr Redmond to "hit the ground running" with an immediate focus on driving profitable growth and delivering maximum returns on our invested capital. The leadership team is committed to this goal. We have seen encouraging results following the launch of The Star in 2012 and the opening of a number of new facilities, most recently the Event Centre at The Star on 24 January 2013.

In Queensland we continue our investment program and look forward to furthering our discussions with the Queensland Government regarding opportunities for the relocation of the Brisbane casino property to provide

much needed tourism infrastructure in the form of a world-class, integrated entertainment destination.

With a rejuvenated management team, we are well equipped to realise our goals over the remainder of the current financial year and beyond.

In conclusion, I would like to acknowledge the efforts of the Board over the past months and to welcome Ms Katie Lahey and Mr Richard Sheppard as Non-Executive Directors as well as Mr Gerard Bradley who will join the Board subject to receipt of all regulatory approvals.

On behalf of the Board, I would like to thank all shareholders for your ongoing support of Echo's vision and I look forward to a successful 2013.

John O'Neill

John O'Neill AO
Chairman



A MESSAGE FROM THE MANAGING DIRECTOR AND CHIEF EXECUTIVE OFFICER

IT WAS WITH GREAT PLEASURE THAT I COMMENCED AS MANAGING DIRECTOR AND CHIEF EXECUTIVE OFFICER IN JANUARY THIS YEAR FOLLOWING 10 MONTHS SERVING ON THE BOARD AS A NON-EXECUTIVE DIRECTOR.

In my previous role, I gained a great appreciation of Echo's wonderful assets, including the properties in Queensland and New South Wales, the customers who enjoy the entertainment experiences we offer and the staff who work to deliver those experiences each and every day. I also recognised the opportunities for Echo in driving the consistent and continued improvement in operational performance of the company's properties.

Project Star

The first half of the 2013 financial year was a milestone period with the commissioning of the Event Centre at The Star completing the \$870 million redevelopment of our largest asset. In The Star, Echo now has a world class entertainment facility capable of competing with the best integrated resorts around the world. Our work now turns to leveraging this great product and generating solid returns for our shareholders. We expect to see ongoing revenue growth and improved operating leverage over the next few years.

Queensland properties

While the current operating environment in Queensland remains challenging, we are excited about the potential development opportunities in that market for Echo and are in discussions with the Queensland Government to secure the concessions required to generate an

adequate return on any investment made.

Financial performance

On 21 February 2013, Echo reported a half year statutory Net Profit After Tax (NPAT) including significant items of \$66.5 million, down 5.3% on the prior period.

Reported Earnings Before Interest, Tax, Depreciation and Amortisation (EBITDA) were \$204.0 million, up 8.4% on prior period. There was mixed performance across our properties during the first half. Strong revenue growth at The Star (up 14.9% on an actual basis) was offset by lower revenue in the Queensland properties (down 5.2% on an actual basis). The VIP business also exhibited strong growth in the period (actual revenue up 15.3%) as The Star continues to increase its market share. Operating expenses were generally well controlled in the period but grew 6.8% as a result of the new venue openings and volume growth at The Star.

Looking forward

The key priority for the second half of the financial year is to improve the operational performance of our assets in New South Wales and Queensland. This improvement needs to be driven by a combination of revenue enhancement strategies and cost saving initiatives. These initiatives are well underway.

The cost reduction program to be completed by the end of FY13, and substantially implemented by the end of March 2013, is expected to yield cost savings across the group in excess of \$60 million in FY14. The launch of a new group wide loyalty program during the second half of FY13 is central to our strategy to drive improved revenue performance across all properties in the years to come.

We remain positive on the outlook for Echo. At The Star we expect to see ongoing revenue growth in the second half of the 2013 financial year driven by the new product and expansions and an improvement in operating margins as they begin to return to more optimal levels. In Queensland, our properties are likely to continue to trade in-line with general economic conditions.

We will continue to work with the Queensland Government to secure investment that will drive the future growth of our Queensland assets.

I would like to take this opportunity to thank the Board, management and staff for their support over the past few months and I look forward to a positive and successful final half of FY13.

John Redmond

John Redmond
Managing Director and
Chief Executive Officer



ACHIEVEMENTS AND HIGHLIGHTS



SIX NEW OUTLETS IN SIX MONTHS

In Queensland, six new outlets were launched – Fat Noodle, The Kitty, Kitchen at Treasury and Market Buffet at Treasury Casino and Hotel Brisbane, Entwine at Jupiters Hotel and Casino Gold Coast and Kobe at Jupiters Townsville.



THE STAR EXPANSION COMPLETE – ON TIME AND ON BUDGET

The \$870 million expansion and redevelopment of The Star is now complete, on time and on budget. The venue has achieved numerous accolades and awards for design, construction and quality of offering.



VIP BUSINESS POTENTIAL AT THE STAR

Customer response to new product offerings has been positive with normalised revenue up 18.5% in the first half of FY13 and a very strong Chinese New Year period experienced in February 2013. The Echo VIP business has generated strong revenue momentum since the first half of FY09, growing at an average 35% per annum. The outlook for the VIP business remains positive.

ECHO ENTERTAINMENT GROUP LIMITED SHAREHOLDER BENEFITS

VALID TO 31 MARCH 2014

As a holder of Echo Entertainment Group Limited ordinary shares, Echo Entertainment Group extends to you the opportunity to enjoy a range of discounts at its casino and entertainment complexes.

The benefits available to shareholders through the Echo Entertainment Group Shareholder Benefits Scheme are listed overleaf. The Shareholder Benefits Card and the associated benefits will be available until 31 March 2014 and replace the previous Shareholder Benefits Card and benefits.

TO TAKE ADVANTAGE OF THESE SHAREHOLDER BENEFITS*, YOU NEED TO OBTAIN A SHAREHOLDER BENEFITS CARD BY CONTACTING ECHO ENTERTAINMENT GROUP'S SHARE REGISTRY, LINK MARKET SERVICES LIMITED, ON 1300 880 923 (LOCAL CALL COST WITHIN AUSTRALIA) OR +61 2 8280 7504 (OVERSEAS CALLERS).



ECHO ENTERTAINMENT GROUP



THE STAR



WWW.ECHOENTERTAINMENT.COM.AU



THE STAR – SYDNEY

- 10% off our Best Available Rate for accommodation (subject to availability and terms and conditions).
- 10% discount off the cost of food and beverage at participating restaurants and cafes.



JUPITERS HOTEL & CASINO – GOLD COAST

- 10% off our Best Available Rate for accommodation (subject to availability and terms and conditions).
- 10% off the cost of food and beverage at participating restaurants and cafes.
- 15% discount off gym membership to Jupiters Fitness.
- 10% off merchandise at Paradise Gifts.



TREASURY CASINO & HOTEL – BRISBANE

- 10% off our Best Available Rate for accommodation (subject to availability and terms and conditions).
- 10% discount off the cost of food and beverage at participating restaurants and cafes.
- 10% discount off merchandise at Treasury Gifts.



JUPITERS TOWNSVILLE

- 10% off our Best Available Rate for accommodation (subject to availability and terms and conditions).
- 10% discount off the cost of food and beverage at participating restaurants and cafes.

REFER TO WWW.ECHOENTERTAINMENT.COM.AU FOR FURTHER INFORMATION ABOUT THE SHAREHOLDER BENEFITS SCHEME

*Terms and conditions apply. Shareholder discounts do not apply to special events or banquets, and are not available in conjunction with any other promotion or discount offer. No discount is available on beverages purchased from bars.

Echo Entertainment Group Limited has the right to suspend, terminate or vary the Shareholder Benefits Scheme at any time at its absolute discretion.

ECHO ENTERTAINMENT GROUP LIMITED

ABN 85 149 629 023