

ASX ANNOUNCEMENT

ECHO ENTERTAINMENT GROUP



NOT FOR DISTRIBUTION OR RELEASE IN THE UNITED STATES

12 July 2012

ECHO ENTERTAINMENT GROUP LIMITED SUCESSFULLY COMPLETES RETAIL COMPONENT OF ENTITLEMENT OFFER

Echo Entertainment Group Limited (“**Echo**”) today announced the completion of the retail component of its fully underwritten 1-for-5 accelerated renounceable entitlement offer (“**Retail Entitlement Offer**”).

The Retail Entitlement Offer closed on Monday, 9 July 2012. Eligible retail shareholders subscribed for approximately 39 million new Echo ordinary shares (“**New Shares**”) (approximately \$128 million), representing approximately 67% take-up by eligible retail shareholders under the Retail Entitlement Offer.

Approximately 19 million entitlements, which represent those entitlements that were not taken up by the close of the Retail Entitlement Offer and in respect of retail shareholders that were ineligible to participate in the Retail Entitlement Offer, will be offered for sale for the benefit of those shareholders under the retail shortfall bookbuild.

The retail shortfall bookbuild will commence after market close today, Thursday, 12 July 2012.

The settlement date for New Shares under the Retail Entitlement Offer and the retail shortfall bookbuild is Wednesday, 18 July 2012. These New Shares are expected to be issued on Thursday, 19 July 2012 and commence normal settlement trading on ASX on Friday, 20 July 2012.

Shareholder enquiries

Retail shareholders who have questions regarding the Retail Entitlement Offer should call the Echo Registry Information Line on 1300 880 923 (local call cost within Australia) or +61 2 8280 7504 (from outside Australia) at any time from 8.30am to 7.30pm (AEST) Monday to Friday.

Important Information

This release does not constitute an offer to sell, or the solicitation of an offer to buy, securities in the United States or in any other jurisdiction in which such an offer would be illegal. No action has been or will be taken to register, qualify or otherwise permit a public offering of the New Shares in any jurisdiction outside Australia. In particular, neither the entitlements nor the New Shares have been, and none of them will be, registered under the U.S. Securities Act of 1933 (the “Securities Act”) or the securities laws of any state or other jurisdiction of the United States. Accordingly, the entitlements may not be taken up by, and the New Shares may not be offered or sold to, directly or indirectly, persons in the United States, except in a transaction exempt from, or not subject to, the registration requirements of the Securities Act and applicable U.S. state securities laws.

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