

# ASX ANNOUNCEMENT

ECHO ENTERTAINMENT GROUP



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13 July 2012

## **ECHO ENTERTAINMENT GROUP LIMITED SUCESSFULLY COMPLETES RETAIL SHORTFALL BOOKBUILD**

Echo Entertainment Group Limited (“**Echo**”) announced today that it has completed the retail shortfall bookbuild (“**Retail Bookbuild**”) of entitlements to subscribe for new Echo ordinary shares (“**New Shares**”) under the retail component of its fully underwritten 1-for-5 accelerated renounceable entitlement offer (“**Retail Entitlement Offer**”). The Retail Bookbuild, which was conducted after market close last night, Thursday, 12 July 2012, comprised entitlements to subscribe for New Shares that eligible retail shareholders did not take up, as well as the entitlements of ineligible retail shareholders.

The Retail Entitlement Offer has raised approximately \$192 million from the issue of approximately 58 million New Shares at an offer price of \$3.30 per New Share. This represents the final stage of Echo’s equity raising of approximately \$454 million, announced on Thursday, 14 June 2012 (“**Entitlement Offer**”).

Approximately 19 million entitlements were available in the Retail Bookbuild.

The Retail Bookbuild was well supported with the total amount to be paid by successful participants being \$4.12 (representing the offer price of \$3.30 per New Share plus 82 cents per entitlement). As such, holders of retail entitlements which were not taken up at the close of the Retail Entitlement Offer, and retail shareholders that were ineligible to participate in the Entitlement Offer, will be paid 82 cents for each entitlement sold for their benefit, net of any applicable withholding tax (“**Retail Premium**”). Payment of the Retail Premium is expected to be despatched to the relevant shareholders on Friday, 20 July 2012.

The settlement date for New Shares under the Retail Entitlement Offer and the Retail 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.

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## 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.