

ASX ANNOUNCEMENT

ECHO ENTERTAINMENT GROUP



17 October 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, Echo Entertainment Group Limited (the **Company**) gives notice that it has become aware that National Australia Bank Limited (A.C.N. 004 044 937) and its associated entities became a substantial shareholder in Echo Entertainment Group Limited on 12 October 2012, with relevant interests held totalling 41,314,337 ordinary shares, representing 5.004% 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.