

ASX ANNOUNCEMENT

ECHO ENTERTAINMENT GROUP



28 May 2013

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 UBS AG and its related bodies corporate became a substantial shareholder in Echo Entertainment Group Limited on 23 May 2013, with relevant interests held totalling 81,741,600 ordinary shares representing 9.90% of the issued fully paid ordinary capital. (This includes a relevant interest obtained by underwriting a secondary block trade of 68,438,689 ordinary shares held by Pennwin Pty Ltd, a subsidiary of Crown Limited.)

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.