



**ASX / MEDIA RELEASE
FOR IMMEDIATE RELEASE
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CROWN INCREASES INTEREST IN ECHO ENTERTAINMENT GROUP

MELBOURNE: Crown Limited (ASX: CWN) announced today that it holds a 10% interest in Echo Entertainment Group Limited ("Echo") by way of a derivative ("Derivative") that will be settled by the delivery of 68,800,000 Echo shares.

The cash settled equity derivative that Crown announced on 23 June 2011 it held in Echo has been terminated.

Crown will pay approximately \$256.6 million or \$3.73 per Echo share, for the delivery of the Echo shares on completion of the Derivative.

The Echo constitution contains restrictions on persons having voting power over more than 10% of Echo's shares without first obtaining the written consent of the New South Wales Casino, Liquor and Gaming Control Authority and the Queensland Attorney General. Crown is seeking these consents so that it has the ability to increase its voting power in Echo beyond 10%.

ENDS

COPIES OF RELEASES

Copies of previous media and ASX announcements issued by Crown are available at Crown's website at www.crownlimited.com