



**ASX / MEDIA RELEASE
FOR IMMEDIATE RELEASE
25 OCTOBER 2010**

PROPOSED BOARD CHANGES

MELBOURNE: Crown Limited (ASX: CWN) announced today that Mr Richard Turner has advised that he intends to retire as a director next year.

Mr Turner has served as an independent, non-executive director of Crown since Crown's listing in 2007. Prior to the Publishing and Broadcasting Limited (PBL) demerger in 2007, Mr Turner had served as an independent, non-executive director of PBL for more than 8 years.

Crown intends appointing Harold Mitchell as a director to replace Mr Turner, subject to receiving regulatory approval. Mr Mitchell will bring a wealth of marketing skills to the Crown board and has a thorough understanding of Melbourne and its attraction to interstate and overseas visitors.

A further announcement will be made when the change becomes effective.

ENDS

COPIES OF RELEASES

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