



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

**SIGNIFICANT EXPANSION AND UPGRADE OF VIP FACILITIES AT CROWN MELBOURNE**

**MELBOURNE: Crown Limited (ASX: CWN)** today announced a \$212 million capital expenditure program to significantly expand and upgrade its VIP facilities at the Crown Entertainment Complex in Melbourne.

A detailed announcement from Crown Melbourne Limited is attached.

**ENDS**

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**COPIES OF RELEASES**

Copies of previous media and ASX announcements issued by Crown are available at Crown's website at [www.crownlimited.com](http://www.crownlimited.com).



# MEDIA RELEASE

## **\$200 MILLION AND 200 NEW JOBS TO CONSOLIDATE CROWN'S PREMIER PLACE IN TOURISM**

**Melbourne, Victoria. Thursday 25 March 2010.** Crown Melbourne Limited ("Crown Melbourne"), the owner and operator of the Crown Entertainment Complex in Melbourne, announced today that more than \$200 million will be spent to improve the premium player facilities at the Crown Entertainment Complex, further enhancing it as one of the world's leading integrated resorts.

The investment will create more than 200 new jobs and strengthen Crown Melbourne among its peers in Macau and Singapore, where luxurious new integrated resorts have recently opened.

Crown Melbourne's international premium player turnover has grown strongly over the last few years, underpinning the decision to make this investment.

"Having looked at the best of what is on offer from other leading integrated resorts in the world, we are consolidating Crown Melbourne's leadership position in the international premium player market," the Executive Chairman of Crown Melbourne and its parent company, Crown Limited, Mr James Packer, said.

"On completion, our premium facilities will rival the best in the world and allow Crown Melbourne to compete successfully in this very competitive sector of the global tourism market."

"This major capital expenditure will be a significant benefit to Australian tourism, capturing a greater share of emerging markets, such as China, and will underline confidence in Australia and Melbourne as one of the world's leading tourist destinations," Mr Packer said.

Crown Melbourne's CEO, Mr David Courtney, said that the new development would result in a number of new private gaming salons, a substantial upgrading and expansion of the VIP Mahogany Room and its private gaming salons, similar improvements to the spa facilities within the complex, a refurbishment of the Crown Towers villas and new non-gaming facilities for Mahogany Room members.

Mr. Courtney said a comprehensive program had been mapped out for the next 18 months:

- The Presidential Villa on Level 39 of Crown Towers will be converted to the world's newest and most luxurious gaming club showcasing four new private VIP gaming salons with 10 new gaming tables, to be opened in October 2010. The new penthouse gaming salons will allow international premium players to play against the dramatic backdrop of 360 degree views of the Melbourne city skyline, its parklands and Port Phillip Bay. The architect designed private salons will feature a world of tailored luxury and 24 hour catering from Crown's unique array of five star restaurants.
- The premium Mahogany Room will be expanded by almost 50% to present a dramatic new facade facing the Yarra River. A new private gaming salon will be constructed and the existing VIP private gaming salons will be completely refurbished to the highest international standard. The number of gaming tables in the Mahogany Room will increase by 16. An exclusive "club" atmosphere will be created for members with the construction of new non-gaming facilities including a purpose-built five-star restaurant catering Western and Eastern food, a premium bar with lounge areas and terraces with views across the Yarra River.



# MEDIA RELEASE

- The award winning spa facilities at Crown Towers will be upgraded to ensure that the high standard of luxury is consistent across all Crown Melbourne's premium areas.
- All villas in Crown Towers will be refurbished to maintain Crown Towers' position as one of the world's leading hotels.
- A new and exciting Lobby Bar will be constructed in the Crown Towers lobby area.
- A new long range Gulf Stream jet will be acquired to expand the VIP fleet of corporate jets on offer to Crown Melbourne's international customers.

"On completion of the renovations to Level 39 and the Mahogany Room, Crown Melbourne will be able to offer to international premium players 11 private gaming salons in a configuration and to a quality unmatched anywhere in the world."

"All of the new facilities will be operated by highly experienced multi-lingual Crown Melbourne staff and the investment will create 200 new jobs in Melbourne," Mr Courtney said.

The entire project is costed at \$212 million and will be fully completed in the first half of 2012. The expansion has been facilitated by the amendments to Crown Melbourne's licence which were part of an agreement which was ratified by the Victorian parliament late in 2009. That agreement saw an increase in the number of tables permitted under Crown Melbourne's licence and an increase in tax on gaming machines.

The new premium player facilities will be complementary to the current refurbishment and upgrade of the main gaming floor and other areas at the Crown Entertainment Complex, including Crown Metropolis (Crown Melbourne's new third hotel tower) and Crown Melbourne's newly opened convention facilities.

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