



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

MANAGEMENT RESTRUCTURE - CROWN MELBOURNE

MELBOURNE: Crown Limited (ASX: CWN) announced that the role of Chief Executive Officer of Crown Melbourne will now be combined with the role of Chief Executive Officer of Crown Limited and the new combined role will be undertaken by Crown Limited's current Chief Executive Officer, Rowen Craigie.

The stand alone position of Chief Executive Officer of Crown Melbourne, previously held by David Courtney, has now ceased to exist.

The change is effective immediately.

The restructure is part of Crown's ongoing strategy to reduce overheads and confirms the group's focus on its Australian and Macau businesses. The new management structure is similar to the structure which existed in the gaming division of Publishing and Broadcasting Limited, prior to its demerger in December 2007.

Mr Courtney has taken a period of leave and the company is in discussions with him regarding his future with the company.

Crown would like to thank Mr Courtney for his valuable contribution in the role of Chief Executive Officer of Crown Melbourne.

ENDS

COPIES OF RELEASES

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