



**ASX / MEDIA RELEASE
FOR IMMEDIATE RELEASE
4 July 2012**

**CROWN AMENDS ITS APPLICATION FOR REGULATORY APPROVAL FOR INCREASE IN ECHO
SHARE OWNERSHIP**

MELBOURNE: Crown Limited (ASX: CWN) announced today that it has amended its application to increase its ownership of Echo Entertainment Group Limited ("Echo").

Crown is now seeking approval from the NSW Independent Liquor and Gaming Authority and the Queensland Office of Liquor and Gaming Regulation ("Regulators") to acquire more than 10% of the shares in Echo, subject to a condition that Crown not acquire more than 25% of the shares in Echo without first seeking and obtaining a further approval from the Regulators.

The Regulators have accepted the amendment to Crown's application, but no decision has yet been made as to whether to grant Crown's application.

If Crown is eventually granted approval to increase its ownership in Echo to up to 25%, then Crown would not be able to acquire additional Echo shares such that Crown's ownership interest would increase above 25% without first making another application which would then be subject to further investigation and ultimately a determination by the Regulators.

ENDS

COPIES OF RELEASES

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