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SHAREHOLDERS APPROVE PARENT COMPANY NAME CHANGE TO THE STAR ENTERTAINMENT GROUP LIMITED

04 November 2015

Shareholders have today approved a parent company name change for Echo Entertainment Group Limited at its Annual General Meeting in Sydney. From later this month, the company will trade as The Star Entertainment Group Limited.

The name change will allow a seamless transition to a consolidated brand platform which will, over time, lead to The Star identity being adopted consistently for the company and its properties in Sydney, the Gold Coast and Brisbane.

Echo Chairman, John O'Neill AO, welcomed shareholder approval and said the move to The Star Entertainment Group would signal a new era for the company.

“When you consider the transformational opportunities that we are pursuing through the Queen’s Wharf Brisbane project, our \$345m redevelopment of Jupiters Gold Coast, the considerable investments we continue to make at The Star Sydney, and the ambition we have to become Australia’s best integrated resort operator over the next ten years, the time is right to rethink how we move forward with a unified brand to leverage all these great developments more cohesively,” he said.

Echo Managing Director & CEO Matt Bekier added, “This is more than a change of name and logo. It marks a step change in the way we intend to operate. To achieve our ambitious goals, we have to set impeccable standards, embrace clearly defined and relevant values and ensure gold-star delivery through our property offerings and guest services. These are both physical and cultural transformations. Some are already underway, but all will be complemented and accelerated by the rebranding process.”

“Under The Star Entertainment Group umbrella we will position our properties as The Star, Sydney; The Star, Gold Coast; and The Star, Brisbane,” he said. “It will be a staged transition as we continue with significant development plans across all our properties.”

Considerable research, including consultation with guests, preceded the move for change.

“As a group we will own and operate truly world-class integrated resorts that will retain local identity but deliver consistently premium standards of service and experiences. Therefore, it makes sense to have a single brand identity that people can connect with; and our research confirmed there would be broad support for such an approach. Moving forward, that will allow us to build further brand equity and loyalty.”

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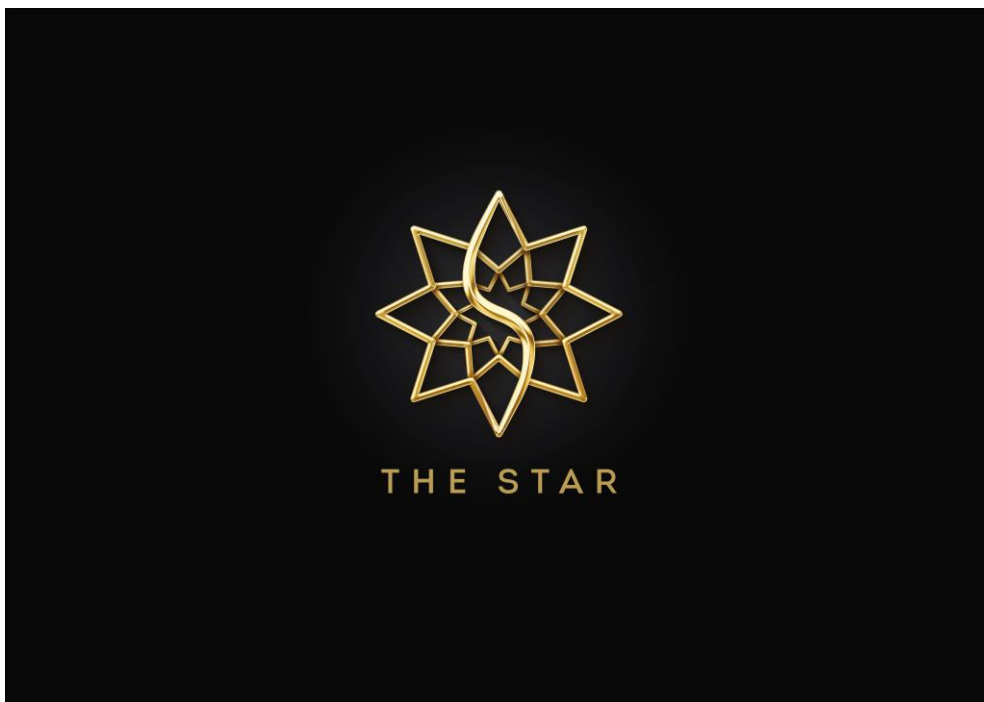
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The rebrand will include a new visual identity for the company and all its properties, including The Star in Sydney. The new company logo was unveiled at today's AGM. (Please view the logo below).

Rebranding of the individual properties will follow in 2016. The Star Sydney plans to rebrand in March. Jupiters Hotel & Casino on the Gold Coast will be rebranded as The Star, Gold Coast, in the second half of 2016. The Treasury Casino & Hotel in Brisbane will be converted to premium retail and a Ritz-Carlton Hotel when the Queen's Wharf development becomes operational in 2022. However, it will be known as Treasury by The Star as an interim rebrand, the timing of which will be coincident with the change at Jupiters in 2016. When Queen's Wharf opens, the integrated resort will be known as The Star, Brisbane.



The Star Entertainment Group logo

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