Rule 3.19A.1

Appendix 3X

Initial Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/9/2001.

Name of entity	Echo Entertainment Group Limited ("Echo")
ABN	85 149 629 023

We (the entity) give ASX the following information under listing rule 3.19A.1 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	John Story
Date of appointment	17 March 2011

Part 1 - Director's relevant interests in securities of which the director is the registered holder
In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Number & class of securities
As at 6 June 2011 (the date of admission of Echo to the official list of ASX) – nil. As at 7pm (AEST) on 10 June 2011 (the Scheme Record Date, as defined in the Scheme Booklet issued by Tabcorp Holdings Limited ("Tabcorp") in connection with the demerger of Echo from Tabcorp) – an anticipatory interest in 4,441 ordinary shares. John Story will be registered as the holder of that number of shares on 15 June 2011 (the Implementation Date, as defined in the Scheme Booklet).

+ See chapter 19 for defined terms.

Part 2 – Director's relevant interests in securities of which the director is not the registered holder

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Name of holder & nature of interest Note: Provide details of the circumstances giving rise to the relevant interest.	**Number & class of Securities**
1. N/A.	1. As at 6 June 2011 (the date of admission of Echo to the official list of ASX) - nil.
2. Anticipated to be held indirectly by Storfield Pty Ltd as trustee for the Story Superannuation Fund.	2. As at 7pm (AEST) on 10 June 2011 (the Scheme Record Date) - an anticipatory interest in 53,753 ordinary shares. Storfield Pty Ltd is anticipated to be registered as the holder of that number of shares on 15 June 2011 (the Implementation Date).

Part 3 – Director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of "notifiable interest of a director" should be disclosed in this part.

Detail of contract	N/A
Nature of interest	N/A
Name of registered holder (if issued securities)	N/A
No. and class of securities to which interest relates	N/A

+ See chapter 19 for defined terms.