

ASX ANNOUNCEMENT

ECHO ENTERTAINMENT GROUP



THE ISTAR



6 December 2011

To: Australian Securities Exchange
Companies Announcements Platform
20 Bridge Street
Sydney NSW 2000

DIVIDEND REINVESTMENT PLAN

Echo Entertainment Group Limited (**Echo**) has established a Dividend Reinvestment Plan (**DRP**), to be activated at a date to be determined by the Directors.

A copy of the Dividend Reinvestment Plan Rules is attached.

A copy of the Dividend Reinvestment Plan Rules and a Summary of the DRP will be made available on Echo's website at www.echoentertainment.com.au.

Dividend Reinvestment Plan Rules

Echo Entertainment Group Limited

(ACN 149 629 023)

Table of Contents

1.	Definitions	1
2.	Participation in the DRP	1
3.	Application to participate	2
4.	Degree of participation	2
5.	Operation of the DRP	3
6.	Shares issued under the DRP	4
7.	DRP statements	4
8.	Stock exchange listing	4
9.	Costs to Participants	4
10.	Variation or termination of participation	4
11.	Reduction or termination of participation where no notice is given	5
12.	Variation, suspension and termination	5
13.	Application and notices	6
14.	General	6
15.	Representations, agreements and acknowledgements	7

1. Definitions

In these Rules, unless the context otherwise requires:

ASX means ASX Limited (ABN 98 008 624 691) or the financial market known as 'ASX' operated by it, as the context requires.

Board means the board of directors of the Company.

Company means Echo Entertainment Group Limited (ACN 149 629 023).

Constitution means the constitution of the Company, as amended from time to time.

DRP means the Dividend Reinvestment Plan established under these Rules, as amended from time to time.

Holding means a registered holding of Shares in respect of a Shareholder.

Listing Rules means the official listing rules of ASX, as amended from time to time.

Notice of Election has the meaning given to it in clause 3.

Notice of Variation means a notice to increase or decrease the number of a Participant's Plan Shares, or to terminate participation in the DRP, in the form that the Board from time to time approves.

Participant means a Shareholder some or all of whose Shares are participating in the DRP.

Plan Shares means the Shares comprised in a particular Holding which are designated (subject to these Rules) by a Participant as Shares the dividend on which is to be applied in subscribing for or acquiring Shares under the DRP.

Price means the price per Share at which Shares will be issued or transferred under the DRP, as calculated in accordance with clause 5.

Record Date has the meaning given to it in the Listing Rules.

Rules means the rules of the DRP, as amended from time to time.

Shares means fully paid ordinary shares in the capital of the Company.

Shareholder means a registered holder of Shares.

2. Participation in the DRP

- 2.1 Participation in the DRP is subject to these Rules.
- 2.2 Participation is optional and open to each Shareholder unless excluded under these Rules.
- 2.3 A Shareholder who is subject to the laws of a country or place other than Australia may not participate in the DRP unless the Board, in its absolute discretion, is satisfied that such participation will not constitute a breach of the laws of that country or place, whether or not that Shareholder has received an invitation to participate in the DRP or has completed a Notice of Election.
- 2.4 The Board may on any occasion determine that the right to participate in the DRP is not available to a Shareholder having a registered address or being resident in a country or place where, in the absence of a prospectus, disclosure document, registration statement or other prerequisite, the offer of a right of election, or participation, would or might be unlawful.

- 2.5 If, in the reasonable opinion of the Board, the issue of Shares under the DRP to, or the acquisition of Shares under the DRP by, a Participant or the holding of those Shares by a Participant may breach a provision of the Constitution or be contrary to the law of any country or place, may prejudice the effective operation of the DRP or is otherwise in the sole opinion of the Board undesirable or impractical, the Board may:
- (a) decline to issue or transfer those Shares;
 - (b) reduce the issue or transfer of those Shares on a proportionate basis; or
 - (c) reduce or suspend the participation of that Participant in the DRP.
- 2.6 The Board may, in its discretion, refuse to permit any Shareholder to participate in the DRP where that Shareholder elects to participate in respect of a number of Shares which is less than 100 or such other number as the Board may determine.

3. Application to participate

Application to participate in the DRP must be made on the form prescribed by the Board from time to time (**Notice of Election**). Upon receipt by the Company of a duly completed and executed Notice of Election, participation will, subject to these Rules, commence from the next Record Date for determining entitlements to payment of a dividend in respect of Shares.

4. Degree of participation

- 4.1 Participation in the DRP may be either full or partial. A Shareholder must (subject to clause 4.4) specify in the Notice of Election the extent to which the Shareholder wishes to participate in the DRP.
- 4.2 Under full participation, all Shares registered from time to time in the Participant's name, including Shares issued or transferred under the DRP, will be subject to the DRP.
- 4.3 Under partial participation, only that number of Shares as specified in the Notice of Election by the Shareholder will be subject to the DRP. However, if at the relevant Record Date the number of Shares held by the Participant is less than the specified number of Shares, then the provisions of the DRP in respect of that dividend payment will apply to the lesser number of Shares. Where a Shareholder is a partial Participant, all Shares subsequently acquired by the Shareholder, whether under the DRP or otherwise, will only participate in the DRP to the extent that the Shareholder alters the participation level in accordance with clause 10.
- 4.4 If a Notice of Election does not indicate the level of participation in the DRP, it will be deemed to be an application for full participation.
- 4.5 If a Notice of Election or Notice of Variation purports to nominate a Holding for both full participation and partial participation at the same time, the Notice of Election or Notice of Variation will be invalid and of no effect whatsoever.
- 4.6 Subject to clauses 4.4 and 4.5, the Board may in its absolute discretion:
- (a) determine that an improperly completed Notice of Election or Notice of Variation is invalid and ineffective, and return the Notice of Election or Notice of Variation to the relevant Shareholder; or

- (b) correct any error in, or omission from, a Notice of Election or Notice of Variation.

5. Operation of the DRP

- 5.1 Each dividend which is payable to a Participant in respect of Plan Shares and which is available for payment to the Participant will be applied by the Company on the Participant's behalf in subscribing for or acquiring additional Shares.
- 5.2 The Board in its absolute discretion will determine with respect to the operation of the DRP for any dividend whether to issue new Shares or to cause the transfer of Shares to a Participant, or to apply a combination of both options, to satisfy the obligations of the Company under these Rules.
- 5.3 If the Board determines to cause the transfer of Shares to Participants, the Shares may be acquired in the market in such manner as the Board considers appropriate.
- 5.4 The Company will establish and maintain a DRP account for each Participant. The Company will, in respect of each dividend payable to a Participant:
 - (a) determine the amount of the dividend payable in respect of the Plan Shares;
 - (b) determine the withholding payments (if any) deductible by the Company in respect of the dividend payable in respect of the Plan Shares, and any other sum the Company is entitled or required to retain in respect of the Plan Shares;
 - (c) credit the amount in clause 5.4(a) and debit any amount in clause 5.4(b) to the Participant's DRP account;
 - (d) determine the maximum whole number of additional Shares which may be acquired under the DRP at the Price by using the amount in the Participant's DRP account;
 - (e) on behalf and in the name of the Participant, subscribe for or cause the transfer of that number of additional Shares determined under clause 5.4(d) and debit the Participant's DRP account with the total of the subscription price or the acquisition amount (as the case may be) for the additional Shares;
 - (f) issue the additional Shares to the Participant (if applicable), and add the number of Shares issued or transferred to the total number of Shares comprised in the relevant Holding; and
 - (g) retain in the Participant's DRP account, without interest, any cash balance remaining.
- 5.5 The Shares will be issued or transferred under the DRP at the Price, which will be the arithmetic average (rounded to the nearest cent) of the daily volume weighted average market price of all Shares sold in the ordinary course of trading on the ASX automated trading system during the ten trading day period starting on (and including) the second business day after the Record Date in respect of the relevant dividend and ending on (and including) the eleventh business day after that Record Date, less any discount (not exceeding 5%) determined by the Board from time to time.
- 5.6 The daily volume weighted average market price referred to above (including decisions as to whether any sale of Shares was in the ordinary course of trading) will be calculated by the Board, or another suitable person nominated by the Board, by reference to information the Board approves from time to time. The determination of the Price by the Board or some other person nominated by the Board will be binding on all Participants.

6. Shares issued under the DRP

- 6.1 Shares issued under the DRP will be issued in accordance with the Listing Rules and, from the date of issue, will rank equally in all respects with existing Shares.
- 6.2 Shares issued under the DRP will be issued on, or as soon as practicable after, the relevant dividend payment date and will be registered on the register where the Participant's holding of Shares is currently registered. If the Participant holds Shares on more than one register (one of which is the Company's principal share register), the Shares issued under the DRP will be registered on the principal share register unless and until the Participant requests otherwise.

7. DRP statements

On, or as soon as practicable after, each dividend payment date, the Company will send to each Participant a statement setting out:

- (a) the number of the Participant's Plan Shares as at the relevant Record Date;
- (b) the amount of dividend payable to the Participant (less any amounts referred to in clause 5.4(b)) in respect of the Participant's Plan Shares;
- (c) the amount in the Participant's DRP account immediately prior to the payment of the relevant dividend;
- (d) the number of Shares issued or transferred to the Participant under the DRP and the Price of those Shares;
- (e) the cash balance (if any) retained in the Participant's DRP account after deduction of the amount payable on subscription for, or acquisition of, the additional Shares; and
- (f) the number of Shares comprised in the Holding after issue and/or transfer.

8. Stock exchange listing

The Company will apply for Shares issued under the DRP to be listed for quotation on the official list of ASX as soon as practicable after the date of issue.

9. Costs to Participants

No brokerage, commission or other transaction costs will be payable by Participants in respect of Shares issued or transferred under the DRP and no stamp duty or other duties will be payable under present law in respect of Shares issued or transferred under the DRP.

10. Variation or termination of participation

- 10.1 Subject to clause 13, a Participant may at any time give a Notice of Variation to the Company:
- (a) to increase or decrease the number of the Participant's Shares participating in the DRP; or
 - (b) to terminate the Participant's participation in the DRP.

The alteration or termination takes effect from the next Record Date.

- 10.2 If a Participant increases the level of participation in the DRP to full participation, all of the Participant's Shares as at the date of the Notice of Variation and all Shares subsequently acquired by the Participant (including Shares issued or transferred under the DRP) will participate in the DRP.
- 10.3 If a Participant increases or decreases the level of participation in the DRP to a level below full participation, only that number of Shares specified in the Notice of Variation will participate in the DRP and no Shares subsequently acquired by the Participant (including shares issued or transferred under the DRP) will participate in the DRP.
- 10.4 If a Participant dies, participation in the DRP will be terminated upon receipt by the Company of written notice of the death. If a Participant is declared bankrupt or is wound up, participation in the DRP will be terminated upon receipt by the Company of a notification of bankruptcy or winding up from the Participant or the Participant's trustee in bankruptcy or liquidator, as the case may be. The death, bankruptcy or winding up of one or more joint holders will not automatically terminate participation.
- 10.5 Upon termination of participation for whatever reason, the Company will forward, unless otherwise directed, to the Participant or the Participant's legal representative:
- (a) a statement of the Participant's DRP account made as at the date of termination; and
 - (b) the cash balance (if any) shown in the Participant's DRP account as at the date of termination.

11. Reduction or termination of participation where no notice is given

- 11.1 Where all of a Participant's Shares are subject to the DRP and the Participant disposes of some of those Shares then, unless the Participant advises the Company otherwise, the remaining Shares held by the Participant will continue to participate in the DRP.
- 11.2 Where some of a Participant's Shares are subject to the DRP and the Participant disposes of part of that Holding, then unless the Participant advises the Company otherwise, the Shares disposed of will, to the extent possible, be deemed to be Shares other than Plan Shares. If the number of Shares disposed of exceeds the number of the Participant's Shares which are not Plan Shares, the disposal will be deemed to include all of the Participant's Shares which are not Plan Shares, and the balance of the Shares disposed of will be attributed to Plan Shares.
- 11.3 Where a Participant disposes of all Shares without giving the Company notice of termination of participation, the Participant will be deemed to have terminated participation in the DRP on the last date on which the Company registered a transfer or instrument of disposal of the Participant's Holding.

12. Variation, suspension and termination

- 12.1 The DRP may be varied, suspended or terminated by the Board at any time. The variation, suspension or termination will take effect upon the date specified by the Board.
- 12.2 The Board may give notice of any such variation, suspension or termination as it considers appropriate (including, without limitation, by way of public announcement lodged with ASX). A variation, suspension or termination of the DRP will not be invalidated by an accidental omission to

give notice of the variation, suspension or termination to a Shareholder or the non-receipt of any notice by any Shareholder and will not give rise to any liability on the part of, or right of action against, the Board or the Company.

- 12.3 Any suspension of the DRP will continue until such time as the Board resolves either to recommence or terminate the DRP. If the DRP is recommenced then elections as to participation in respect of the previously suspended DRP will be valid and have full force and effect in accordance with these Rules for the purposes of the recommenced DRP.
- 12.4 In the event of termination of the DRP, the Company will forward to each Participant a statement of the Participant's DRP account as at the date of termination, and the cash balance (if any) shown in the Participant's DRP account at that date.

13. Application and notices

- 13.1 Applications and notices to the Company must be in writing, in such form prescribed by the Board from time to time (or in such other form as the Board may accept) and sent to such address as is notified to Shareholders by the Board from time to time.
- 13.2 Applications and notices will be effective upon receipt by the Company subject to:
- (a) these Rules;
 - (b) in the case of applications to participate, acceptance by the Company; and
 - (c) receipt by the Company on or before the relevant Record Date for determining entitlements to dividends.

Applications or notices received after the relevant Record Date will not be effective in respect of that dividend payment but will be effective from the next relevant Record Date.

14. General

- 14.1 The DRP will commence on the date determined by the Board.
- 14.2 Each Holding which a Shareholder has from time to time will be regarded as separate for the purposes of the DRP and the DRP will operate as if each such Holding were held by a separate person, unless the Board determines otherwise. Consequently, a separate Notice of Election must be delivered to the Company in relation to each Holding which a Shareholder wishes to nominate for full or partial DRP participation, and the Shareholder will be treated as a separate Participant in respect of each Holding nominated for participation (and a reference to Shares held or acquired by, or issued or transferred to, a Shareholder or Participant is a reference to Shares held, acquired, issued or transferred in respect or on account of the relevant Holding).
- 14.3 Any dividend payable on Shares which a Participant has nominated as participating in the DRP and which dividend the Company is entitled to retain as a result of a charge in favour of the Company in accordance with the Constitution or other requirement of law will not be available for the purpose of participating in the DRP.
- 14.4 These Rules will be binding upon each Participant and each person who applies to become a Participant.

- 14.5 Subject to the Constitution, the Board may implement the DRP in the manner as the Board thinks fit, and may settle any difficulty which may arise either generally or in a particular case in connection with the DRP as the Board thinks fit. Without prejudice to the general powers of the Board under the Constitution and these Rules, the Board may settle in the manner as the Board thinks fit any difficulty, anomaly or dispute which may arise in connection with, or by reason of, the operation of the DRP, whether generally or in relation to any Shareholder or Holding or any Share or Shares and the determination of the Board will be conclusive and binding on all Shareholders and other persons to whom the determination relates.
- 14.6 Neither the Company nor any officer of the Company will be liable or responsible to any Participant for any actual or alleged loss or disadvantage (including with respect to tax) suffered or incurred by a Participant as a result, directly or indirectly, of the establishment or operation of the DRP or participation in the DRP or in relation to any advice given with respect to participation in the DRP.
- 14.7 The DRP, its operation and these Rules will be governed by and construed in accordance with the laws of the State of New South Wales, Australia.

15. Representations, agreements and acknowledgements

By applying to participate in the Plan in accordance with clause 3, a Shareholder:

- (a) warrants that, to the best of the Shareholder's knowledge, the Shareholder is eligible to participate in the DRP in accordance with clause 2;
- (b) authorises the Company (and its officers and agents) to correct any error in, or omission from, its Notice of Election or any Notice of Variation;
- (c) acknowledges that the Company may at any time irrevocably determine that the Shareholder's Notice of Election or Notice of Variation is valid, in accordance with these Rules, even if the relevant notice is incomplete, contains errors or is otherwise defective;
- (d) acknowledges that the Company may reject a Notice of Election or Notice of Variation in the circumstances specified in these Rules;
- (e) consents to the establishment of a DRP account on the Shareholder's behalf;
- (f) consents to any residual cash balance in the account as referred to in clause 5.4(g) remaining in that account as contemplated by these Rules;
- (g) agrees that, where the Board determines to procure the transfer of existing Shares to the Shareholder under the DRP, the Company may appoint, on behalf of the Shareholder, a stockbroker or other person nominated by the Company as the Shareholder's agent to acquire Shares in the market (and for the avoidance of doubt, the Shareholder agrees to the Company or the person nominated by the Company taking all steps required to register the Shares in the Shareholder's name, including the execution of any transfers required);
- (h) acknowledges that the Company may arrange for the DRP to be fully or partially underwritten in respect of any one or more of the dividends payable by it;
- (i) acknowledges that the Company has not provided the Shareholder with investment advice or financial product advice and that neither the Company nor any stockbroker or other person described in clause 15(g) is obliged to provide such advice to a Shareholder;

- (j) appoints the Company as the Shareholder's agent to receive any notices, including any Financial Services Guide (and any update of such document), that any stockbroker or other person described in clause 15(g) is required to provide under the *Corporations Act 2001* (Cth); and
 - (k) unconditionally agrees to these Rules and agrees not to do any act or thing which would be contrary to the spirit, intention or purpose of the DRP or these Rules,
- in each case, at all times until termination of the Shareholder's participation in the DRP.