



**ASX / MEDIA RELEASE
FOR IMMEDIATE RELEASE
10 FEBRUARY 2011**

APPOINTMENT OF HAROLD MITCHELL AS A DIRECTOR

MELBOURNE: Crown Limited (ASX: CWN) announced today that, further to its announcement on 25 October 2010, the appointment of Harold Mitchell as a director of Crown Limited has become effective today. The appointment is subject to gaming regulatory approval.

ENDS

COPIES OF RELEASES

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