

# 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.

<b>Name of entity</b>	CROWN LIMITED (CWN)
<b>ABN</b>	39 125 709 953

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.

<b>Name of Director</b>	James Douglas Packer
<b>Date of appointment</b>	6 July 2007

### 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.

<b>Number &amp; class of securities</b>
Not applicable.

+ See chapter 19 for defined terms.

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**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*

<b>Name of holder &amp; nature of interest</b>	<b>Number &amp; class of Securities</b>
<p>Note: Provide details of the circumstances giving rise to the relevant interest.</p>	
<p>James Packer has indirect interests in the following companies which hold shares in Crown directly:</p>	
<p>1. Bareage Pty Limited (“<b>Bareage</b>”)</p>	<p>1. Bareage 158,486,104</p>
<p>2. Samenic Limited (“<b>Samenic</b>”)</p>	<p>2. Samenic 11,136,925</p>
<p>3. Consolidated Press Holdings Limited (“<b>CPH</b>”)</p>	<p>3. CPH 88,286,136</p>
<p>4. Consolidated Press Investments Pty Limited (“<b>CPI</b>”)</p>	<p>4. CPI 2,069,387</p>
<p>5. Conpress Holdings Pty Limited (“<b>Conpress</b>”)</p>	<p>5. Conpress 1,521,448</p>
	<p><b>Total: 261,500,000</b></p>

**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.

<b>Detail of contract</b>	Not applicable.
<b>Nature of interest</b>	Not applicable.
<b>Name of registered holder (if issued securities)</b>	Not applicable.
<b>No. and class of securities to which interest relates</b>	Not applicable.

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