



**MEDIA & ASX RELEASE  
FOR IMMEDIATE RELEASE  
16 July 2004**

**ANNOUNCEMENT PURSUANT TO ASX LISTING RULE 3.2**

In accordance with Listing Rule 3.2, Publishing and Broadcasting Limited (ASX Code: PBL) advises the following in relation to the takeover bid (**Bid**) by its wholly-owned subsidiary PBL (WA) Pty Limited (**PBL(WA)**) for all of the ordinary shares in Burswood Limited (**Burswood**):

1. the offer period in respect of the offers dated 13 May 2004 (**Offers**) made by PBL(WA) under the Bid will be extended today so that it will now close at 7.00pm Sydney time (5.00pm Perth time) on Wednesday 28 July 2004 (unless further extended or withdrawn);
2. PBL(WA) and its associates had a relevant interest in 15.58% of the ordinary shares of Burswood when the first of the Offers was made under the Bid, being 13 May 2004; and
3. PBL(WA) and its associates had a relevant interest in 37.02% of the ordinary shares of Burswood at the date of the extension to the offer period of the Offers referred to in 1. above, being 16 July 2004.

**ENDS**

**For further information, please contact:**

Jill Campbell  
Head of Media and Investor Relations  
Publishing and Broadcasting Limited (ACN 009 071 167)  
(02) 9282 8695 / 0412 047 448  
jcampbell@pbl.com.au