



**MEDIA & ASX RELEASE
FOR IMMEDIATE RELEASE
28 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it will now close at 7.00pm Sydney time (5.00pm Perth time) on Wednesday 11 August 2004 (unless further extended or withdrawn);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 42.53% 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 5:00 pm on 28 July 2004.

ENDS

For further information, please contact:

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