



**ASX / MEDIA RELEASE
FOR IMMEDIATE RELEASE
1 October 2007**

Crown Melbourne Announces Development of Third Hotel

SYDNEY: Publishing and Broadcasting Limited (ASX: PBL) announced today that its wholly owned subsidiary, Crown Melbourne, the owner and operator of the Crown Entertainment Complex in Melbourne has announced the development of a third hotel as well as an upgrade to Crown Towers Hotel and a refurbishment of the main gaming floor.

A copy of Crown Melbourne's media release is attached.

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COPIES OF RELEASES

Copies of previous media and ASX announcements issued by PBL are available at PBL's website at www.pbl.com.au. After accessing the site, click on "Investor Info" on the menu on the left hand side of the home page and then on "Media & ASX Releases."



Media Release
October 1, 2007

New Crown Hotel for Melbourne

Crown Melbourne Limited announced today it has sought planning and building approvals to construct the biggest hotel in Australia at the Crown Entertainment Complex in Melbourne.

At an estimated cost of \$300 million, the proposed new hotel will be the third hotel in the Crown Entertainment Complex along with the award winning, luxurious Crown Towers and Australia's best business hotel - Crown Promenade Hotel.

This year the existing hotels have achieved extraordinary occupancy rates with Crown Towers reporting an 88 percent occupancy rate and Promenade Hotel a 93 percent rate.

The proposed new hotel's 658 rooms will bring the total number of hotel rooms available at the Crown Entertainment Complex to more than 1600 rooms.

The proposed new hotel, which is still to be named, will target the international leisure market but will also focus heavily on the global conventions and conferences industries.

The CEO of Crown Melbourne, David Courtney, said today the proposed new hotel was a demonstration of the confidence Crown has in the future of Melbourne as one of the world's leading tourist destinations.

"The proposed development of the new hotel will continue Crown's commitment to excellence in design and style and will be an invaluable addition to Melbourne's tourism infrastructure," he said.

The new hotel site will front Clarendon Street and is close to Melbourne's Exhibition Centre and will complement the new Plenary Hall and Convention Centre being built by the Victorian government at Docklands.

"The combination of the MECC with Crown's entertainment offer and 1600 hotel rooms provides a compelling offer to the international conference and conventions market" he said.

Subject to receipt of all necessary approvals, construction on the proposed new hotel is due to start this month (October) and is projected to be opened for operation by May 2010.



Crown estimates that the new hotel will annually accommodate approximately 340,000 guests including 100,000 from overseas. The Crown Entertainment Complex already attracts approximately 15 million visitors a year.

The architecturally striking, modern, sleek design of the proposed new hotel has been created by Australia's internationally recognised firm Bates Smart.

It is proposed that the new hotel will be supported by a substantial addition to Crown's already impressive convention and conferencing facilities which will be positioned between the Crown Promenade Hotel and the new site in Clarendon Street.

Plans for Crown's new conference facilities include 50 exhibition booths, seven state of the art conference meeting rooms and an 800 seat Plenary Hall.

The design for the new hotel has it positioned on top of a stunning "futuristic" podium entry and featuring a new retail shopping precinct. It is intended that the new retail precinct will showcase international brands making their first appearance in Australia.

The additional conferencing and convention facilities and the new retail precinct are estimated to cost approximately \$40 million over and above the cost of constructing the new hotel.

Crown Melbourne has also announced other substantial capital expenditure at the complex.

There will be a substantial upgrading of Crown Towers to reinforce its position as a major international tourist destination and one's of Australia's leading hotels.

The upgrading is estimated to cost \$65 million.

Crown Melbourne will also spend an additional \$100 million in a major refurbishment of the main gaming floor including new live entertainment venues, on-floor restaurants and new lighting and colour schemes.

(A full media pack is available from Samantha Carpenter. Phone 03 9292 4160)