



**ASX / MEDIA RELEASE
FOR IMMEDIATE RELEASE
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CROWN NO LONGER PURSUING INVESTMENT IN PROPOSED PHILIPPINES CASINO PROJECT

MELBOURNE: Crown Limited (ASX: CWN) Further to the announcement to the ASX on 16 June 2008, Crown announced today that it is no longer pursuing an investment in a proposed casino project in Manila Bay, the Philippines with Bloombury Investments Limited.

Crown's CEO, Mr Rowen Craigie said:

"The recent and ongoing events in world credit markets have made it very difficult for gaming operators to develop commercially viable casino-entertainment projects where those projects require significant external debt funding. After further review, Crown has determined not to participate in Bloombury's proposal or any other proposal to develop an integrated casino-entertainment complex in Manila Bay."

"We do, however, wish Bloombury every success with its development", Mr Craigie said.

ENDS

COPIES OF RELEASES

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