



**ASX / MEDIA RELEASE
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CROWN ANNOUNCES 2009 FULL YEAR RESULTS

MELBOURNE: Crown Limited (ASX: CWN) today announced its full year results for the year ended 30 June 2009:

- Normalised¹ NPAT of \$280.7 million
- Australian casinos delivered superior growth performance:
 - normalised revenue growth of 6.8% to \$2,163.7 million
 - normalised EBITDA growth of 5.2% to \$619.6 million
 - reported EBITDA growth of 8.9% to \$646.0 million
 - main floor gaming generated strong growth of 6.9% despite a challenging economic environment and refurbishment disruption
 - VIP program play turnover of \$34.8 billion, which is an all time record
- Total non-recurring items of \$1,440.1 million (of which \$547.5 million was reported at the half year) predominantly relating to the write down of the carrying value of Crown's North American investments due to the impact of the global financial crisis
- Reported net loss of \$1,197.9 million after write-downs and other non recurring items
- Crown has one of the strongest balance sheets of any gaming company in the world:
 - net debt at 30 June, 2009 of \$541.7 million
 - gearing of less than one times net debt to EBITDA
- Final dividend of 19 cents per share announced (total full year dividend of 37 cents per share – representing 100% of normalised NPAT)

The Chief Executive Officer of Crown, Mr Rowen Craigie said:

“Crown's wholly-owned Australian casinos, Crown Melbourne and Burswood, performed well in a challenging environment and are among the best performing casinos in Australia and the world. Both casinos are mid way through major refurbishment and expansion programs which will further enhance earnings. Crown Melbourne and Burswood have both made a solid start to the new financial year and the outlook for both properties is positive.”

“Crown remains excited about the prospects for our Melco Crown investment in Macau. City of Dreams and Altira are two of the most spectacular properties in Macau. Current developments point to the resumption of growth in the overall Macau gaming market. Recent trends in gaming activity at the newly opened City of Dreams property have been encouraging.”

“The global financial crisis has had a major adverse impact on the North American casino industry leading to a requirement to write down the carrying value of Crown's investments in these markets. In this context, Crown's investments in North America were ill-timed.”

¹ Normalised results represent results which have been adjusted to exclude the impact of any variance from theoretical win rate on VIP program play (see Attachments A and B for further information), the impact of non-recurring items (where applicable), and pre-opening costs in respect of City of Dreams (where applicable).

“Despite the write-downs Crown has one of the strongest balance sheets of any gaming company in the world. Crown’s capability and financial strength places it in a strong position for the future.”

“Our principal efforts over the next twelve months will be to further enhance Crown’s Australian operations and work closely with our joint venture partners to optimise the value of our Macau and other overseas investments,” Mr Craigie said.

AUSTRALIAN CASINO BUSINESSES

Crown Melbourne

Normalised EBITDA from Crown Melbourne was \$450.3 million, up 3.9% on the prior comparable period (pcp). Reported EBITDA for the period was \$477.3 million (up 7.5% on the pcp), reflecting an above theoretical win rate of 1.48%, which generated a positive EBITDA variance of \$27.0 million, compared to a positive EBITDA variance of \$10.8 million in the pcp when the win rate was 1.41%.

Normalised revenue increased by 6.9% over the pcp to \$1,466.2 million and reported revenue increased by 8.3% to \$1,498.3 million.

During the year, main floor gaming revenue grew 6.7% to \$855.3 million and normalised VIP program play revenue increased 14.0% to \$329.7 million on record turnover of \$24.4 billion, primarily achieved in the first half. Revenue growth from main floor gaming was achieved consistently throughout the twelve month period.

Non-gaming revenue showed little growth in F09. This result was impacted by the disruption caused by the upgrade work at Crown Towers and a softening in demand in the second half, particularly from corporate and fund raising event bookings as a result of the current economic climate. Hotel occupancy was 75.7% with an average room rate of \$305 at Crown Towers and 92.9% and \$211 respectively at Crown Promenade. During the period, Crown Towers had a significant number of standard rooms not available due to the major upgrade completed in July, 2009. Hotel occupancy on available rooms at Crown Towers was 94.6%.

The overall operating margin decreased from 31.6% to 30.7% with the margin on the domestic business maintained. The decrease was due to a change in revenue mix as a result of the significant increase in VIP program play and an increase in VIP gaming provisions.

The construction of Crown Metropol, the third hotel in the Crown Melbourne precinct, is on budget and the hotel is expected to open one month early in April, 2010. A re-developed food and beverage area at the western end of the property was opened progressively from May through to July, 2009. The upgrade of the Crown Towers hotel was completed in July, 2009 and the new Crown Conference Centre is scheduled to open in late November, 2009.

Preliminary work has commenced on an upgrade of the Teak Room, the Mahogany Room and the VIP gaming salons to help ensure Crown Melbourne remains competitive with the world’s best VIP gaming facilities. The refurbishment of the main casino floor is almost 50% complete. The remaining refurbishment projects have been programmed over the next two to three years to ensure disruption to patrons is kept to a minimum. The redevelopment of Crown Melbourne has already generated revenue improvements for the business and will continue to drive revenue as the balance of the program is completed.

In May, 2009 the Victorian Government announced an agreement with Crown Melbourne to introduce a staged increase in casino gaming machine tax and an increase in the number of table games. Implementation of this agreement is subject to passage of legislation through the Victorian Parliament.

Burswood

Normalised EBITDA from Burswood was \$208.7 million, up 6.8% on the pcp. Reported EBITDA for the period was \$208.1 million (up 10.2% on the pcp), reflecting a below theoretical win rate of 1.34% which generated a negative EBITDA variance of \$0.5 million, compared to a negative EBITDA variance of \$6.5 million in the pcp when the win rate was 1.27%.

Normalised revenue increased by 6.5% over the pcp to \$697.6 million and reported revenue increased 7.6% to \$696.9 million.

During the year, main floor gaming revenue grew 7.4% to \$397.9 million and normalised VIP program play revenue increased 11.5% to \$140.0 million on record turnover of \$10.4 billion, primarily achieved in the first

half. Like Crown Melbourne, main floor gaming revenue growth was achieved consistently throughout the twelve month period.

Non-gaming revenue showed little growth in F09. The result was impacted by a reduced number of major entertainment events, shows and conferences at Burswood and a softening in hotel demand in the second half particularly from corporate bookings as a result of the current economic climate. Hotel occupancy was 74.0% with an average room rate of \$236 at the InterContinental, and 87.0% and \$184 respectively at the Holiday Inn.

The overall operating margin has increased by 0.1% to 29.9%.

The refurbishment of the main casino floor of the Burswood casino is well advanced (approximately 70% complete) with major projects opening during the year including the Meridian Room, a VIP gaming machine room which will complement the existing VIP high limit gaming room, a new casino entrance, new poker room and the new main casino gaming floor bar Mesh. Work has just been completed on Carvers Buffet and Snax Café which is located immediately adjacent to the gaming floor. Work is also underway on a third VIP suite and refurbishment of the InterContinental Club Rooms and River Suites as well as the continued refurbishment of the main floor gaming areas. The completed projects have contributed to Burswood's revenue growth and further growth is expected as the remaining areas are refurbished.

Current Trading at Australian Casinos

Main floor gaming revenue growth at Crown's wholly owned Australian casinos, Crown Melbourne and Burswood, continues to be solid. For the period from 1 July, 2009 to 18 August, 2009 (first seven weeks of trading in F10), main floor gaming revenue across both properties grew approximately 5.0% compared to the same period last year. Non-gaming revenue at both properties also achieved positive year on year growth over this period.

INVESTMENTS IN ASSOCIATES

Melco Crown Entertainment Limited ("Melco Crown"): Macau (33.5% interest)

Crown's share of Melco Crown's normalised result for the period was a loss of \$34.3 million. The loss was primarily due to weakness in the Macau gaming market caused by the global financial crisis, visa restrictions and economic conditions in the key feeder markets of China and Hong Kong.

City of Dreams opened in June and is Melco Crown's flagship integrated casino and leisure resort. The initial phase of City of Dreams features approximately 520 gaming tables and 1,350 gaming machines. The twin towers of the Grand Hyatt Macau Hotel located at City of Dreams is targeted for completion in September, 2009. The recent trading results for City of Dreams show encouraging trends in gaming activity.

Melco Crown's other casino in Macau, the Asian VIP focused Altira, has not seen any meaningful cannibalisation of its significant VIP volumes following the opening of City of Dreams.

Recent data indicates that the business environment in Macau is improving. Gaming revenues were up year on year in July (the first monthly increase since November, 2008). A regulated and enforceable junket commission cap of 1.25% will be introduced in the near future. It has been reported that certain visa restrictions from mainland China to Macau will be relaxed next month.

Melco Crown raised additional equity of US\$180 million in April 2009 and a further US\$220 million in August 2009, both by way of institutional placements. These follow-on capital raisings have further strengthened Melco Crown's balance sheet. As a result of these placements Crown's interest in Melco Crown has been diluted to 33.5%.

Melco Crown has advised that it had approximately US\$660 million of cash at 30 June, 2009 and expects to incur approximately US\$176 million of capital expenditure at City of Dreams in the third quarter of 2009. Melco Crown's capital expenditure at City of Dreams will essentially be completed following the opening of Grand Hyatt Macau.

Gateway Casinos and Entertainment (“Gateway”): Canada (50% interest)

Crown's share of Gateway's result was an equity accounted loss of \$14.3 million.

Crown has written down the carrying value of the equity and debt components of its investment in Gateway to nil, with a non-recurring loss of \$231.2 million taken to the Profit & Loss (\$48.8 million of this non-recurring loss was reported at the half year). Having already written down the carrying value of the equity component of its investment in Gateway, Crown considers it to be prudent, given the current local trading, competitive and regulatory environment, to likewise write down the loan component of its investment.

Aspinalls: UK (50% interest)

Aspinalls' contribution to Crown's earnings was an equity accounted loss of \$15.2 million. Trading was negatively impacted by a low win rate on VIP play at the Aspinalls Club (which impacted on Crown's share of equity accounted result by \$12.9 million).

Crown has written down the carrying value of its equity investment in Aspinalls to nil, with a non-recurring loss of \$82.7 million taken to the Profit & Loss (\$43.8 million of this non-recurring loss was reported at the half year). The asset write-down is due to the deteriorating outlook for the UK casino market industry and the failure by the UK Government to deregulate the casino industry as initially announced.

Betfair (Australia and New Zealand): Australia (50% interest)

Betfair's customer base continues to grow strongly and, with the recent lifting of advertising restrictions on mainland Australia, the business is now investing heavily in customer acquisition marketing in order to secure a solid platform for growth. Crown's share of Betfair's result was an equity accounted loss of \$5.1 million, primarily due to the increase in marketing costs.

Cannery Casino Resorts (“Cannery”): USA

In March, 2009 Crown announced it had agreed to terminate the original Cannery transaction and had agreed to pay Cannery US\$320 million to subscribe for a preferred instrument. The preferred instrument carries with it the right, subject to regulatory approval, to be converted to an equity entitlement of 24.5%. The preferred instrument has no coupon and is non-participating and as such Crown has not reflected any share of Cannery's profit in its F09 results. The Pennsylvania Gaming Control Board is continuing to process Crown's licence application so as to allow Crown to convert the preferred instrument into equity.

Crown has written down the carrying value of its investment in Cannery to \$49.6 million, with a non-recurring loss of \$378.2 million taken to the Profit & Loss. The asset write-down has been precipitated by the effect that current economic conditions in the United States have had on Cannery's business. Crown considers it is likely that Cannery's Las Vegas casinos will be affected by the US recession for some time. In addition, the original projections for the new permanent Meadows Casino in Pittsburgh have been adversely impacted by the onset of the US recession.

AVAILABLE FOR SALE ASSETS

Crown has written down to nil the carrying value of its minority US investments, namely Fontainebleau, Stations and Harrah's, which are classified under Australian Accounting Standards as “Available for Sale Assets”. As previously foreshadowed Crown has written off its \$31.3 million loan to Fontainebleau.

A non-recurring loss of \$592.8 million has been taken to the Profit & Loss (\$454.9 million of this non-recurring loss was reported at the half year).

The asset write-down is primarily due to the impact of the US recession on the US casino industry.

OTHER NON-RECURRING LOSSES

Crown also recorded charges for other non-recurring items totalling \$155.2 million which primarily comprise the termination fee of \$76.5 million in respect of the original Cannery transaction, break costs of \$40.1 million (\$57.3 million pre-tax) in respect of the termination of interest rate swaps on US dollar debt repaid during the half year and net interest expense of \$38.4 million (\$54.8 million pre-tax) incurred in relation to the funding of the original Cannery transaction.

CASHFLOW AND DEBT

Operating cash flow for the period was \$382.4 million. After capital expenditure of \$389.0 million (principally the construction of the Crown Metropol Hotel), dividend payments of \$331.2 million and net proceeds from Crown's December, 2008 equity raising of \$337 million, group net debt was \$542 million as at 30 June, 2009. Total debt at 30 June, 2009 stood at \$1,057 million with no significant debt refinancing requirements until 2013.

At 30 June, 2009, total liquidity was \$2.5 billion, represented by \$515 million in cash and \$2.0 billion in undrawn facilities.

INTEREST EXPENSE

Total net interest for the year was \$82.7 million, of which \$54.8 million related to funding for the original Cannery transaction. Net interest expense after excluding this non-recurring expense was \$27.9 million which compares to \$55.5 million net interest income in the pcp. This turnaround is primarily due to the fact that during F08, PBL was earning interest on cash of \$2.05 billion which was on deposit pending a return to shareholders as part of the PBL demerger in December, 2007.

CORPORATE COSTS

During the period corporate overheads of \$39.4 million were incurred as compared to \$39.8 million in F08. Crown is in the process of closing down its offices in Las Vegas and London and has implemented a salary freeze for F10 for Crown senior executives.

DIVIDEND

Crown is announcing a final dividend on ordinary shares of 19 cents per share, franked to 60%, payable to shareholders registered at 5.00pm on 5 October, 2009. No part of the unfranked portion of the dividend will consist of conduit foreign income. The full year dividend of 37 cents per share represents 100% of normalised NPAT for F09. Going forward, it will be Crown's policy to pay the higher of 37 cents per share and 65% of normalised NPAT as a full year dividend, subject to the company's financial position. Crown expects that the dividend will trend to 65% of normalised NPAT over time.

ENDS

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COPIES OF RELEASES

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



CROWN GROUP RESULT
Twelve Months ended 30 June 2009

Normalised Results⁽¹⁾				Actual Results		
12 mths ended June 2008	12 mths ended June 2009	% movement on Normalised		12 mths ended June 2008	12 mths ended June 2009	% movement on Actual
\$ M	\$ M			\$ M	\$ M	
<u>2,026.2</u>	<u>2,163.7</u>	6.8%	OPERATING REVENUE	<u>2,031.0</u>	<u>2,195.1</u>	8.1%
588.8	619.6	5.2%	EARNINGS BEFORE INTEREST, TAX & DEPRECIATION	593.1	646.0	8.9%
<u>(132.8)</u>	<u>(148.0)</u>		Depreciation & Amortisation	<u>(132.8)</u>	<u>(148.0)</u>	
456.0	471.6	3.4%	EARNINGS BEFORE INTEREST & TAX	460.3	498.0	8.2%
<u>55.5</u>	<u>(27.9)</u>		Net Interest Income / (Expense)	<u>55.5</u>	<u>(27.9)</u>	
511.5	443.7	(13.3)%	PROFIT BEFORE TAX	515.8	470.1	(8.9)%
<u>(116.3)</u>	<u>(94.1)</u>		Taxation	<u>(117.6)</u>	<u>(102.0)</u>	
395.2	349.6	(11.5)%	PROFIT AFTER TAX	398.2	368.1	(7.6)%
<u>(25.0)</u>	<u>(68.9)</u>		Equity Accounted Profit / (Loss) ⁽²⁾	<u>(22.0)</u>	<u>(125.9)</u>	
<u>370.2</u>	<u>280.7</u>	(24.2)%	NET PROFIT BEFORE DISCONTINUED OPERATIONS	376.2	242.2	(35.6)%
			Discontinued operations and non recurring items	<u>3,170.2</u>	<u>(1,440.1)</u>	
			NET PROFIT / (LOSS)	<u>3,546.4</u>	<u>(1,197.9)</u>	(133.8)%

(1) Adjusted to show underlying NPAT, ie. excluding the impact of the above theoretical win rate on VIP Program Play of \$18.5 million (\$26.4 million pre tax less income tax of \$7.9 million) in 2009 and the above theoretical win rate of \$3.0 million (\$4.3 million pre tax less income tax of \$1.3 million) in 2008. The theoretical win rate is calculated at 1.35% in both years.

(2) Includes:
50% Aspinalls
50% Betfair
50% Gateway
36% MPEL

Normalised results include an adjustment to equity share of earnings from MPEL to exclude the impact of a below theoretical win rate on VIP Play and pre-opening costs. The 2008 adjustment included the impact of an above theoretical win.



CROWN DIVISIONAL RESULTS
Twelve Months ended 30 June 2009

Normalised Results ⁽¹⁾			Actual Results			
12 mths ended June 2008	12 mths ended June 2009	% movement on Normalised		12 mths ended June 2008	12 mths ended June 2009	% movement on Actual
\$ M	\$ M			\$ M	\$ M	
			REVENUE			
2,026.2	2,163.7	6.8%	Gaming	2,031.0	2,195.1	8.1%
0.0	0.0	NA	Corporate	0.0	0.0	NA
<u>2,026.2</u>	<u>2,163.7</u>	6.8%		<u>2,031.0</u>	<u>2,195.1</u>	8.1%
			EXPENDITURE			
1,397.6	1,504.7	7.7%	Gaming	1,398.1	1,509.7	8.0%
39.8	39.4	(1.0)%	Corporate	39.8	39.4	(1.0)%
<u>1,437.4</u>	<u>1,544.1</u>	7.4%		<u>1,437.9</u>	<u>1,549.1</u>	7.7%
			EBITDA			
628.6	659.0	4.8%	Gaming	632.9	685.4	8.3%
(39.8)	(39.4)	(1.0)%	Corporate	(39.8)	(39.4)	(1.0)%
<u>588.8</u>	<u>619.6</u>	5.2%		<u>593.1</u>	<u>646.0</u>	8.9%
31.0%	30.5%		GAMING EBITDA / REVENUE	31.2%	31.2%	

(1) Adjusted to show underlying EBITDA; ie. excluding any variance from the theoretical win rate on VIP Program Play at Crown and Burswood, with theoretical win rate calculated at 1.35% for both years.