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**ASX RELEASE**

10 November 2011

The Manager
Company Notices Section
ASX Limited
20 Bridge Street
SYDNEY
NSW 2000

Dear Sir/Madam

**DREAMWORLD UNVEILS A NEW WORLD CLASS ENTERTAINMENT ALLIANCE
WITH DREAMWORKS ANIMATION**

Ardent Leisure Group (ASX: AAD) is pleased to announce that agreement has been reached with innovative and award-winning entertainment brand, DreamWorks Animation for the creation of an exciting new entertainment precinct at Dreamworld on the Gold Coast.

In an Australian first, DreamWorks Animation will be featured in Dreamworld where iconic DreamWorks characters will be featured all year round including Shrek, Puss in Boots, Po the Panda and Alex the Lion.

The long-term alliance will be launched in three phases commencing with the DreamWorks "Holiday Shrektacular Show" this summer holidays featuring nine DreamWorks characters performing a host of holiday themed songs.

Phase two will open for the 2012 Easter holiday period and will comprise a new themed precinct featuring the all new DreamWorks Experience.

The precinct will incorporate an 8,400 square metre area located in the heart of Dreamworld where guests of all ages will be invited to step into the story and come face to face with their favourite animated heroes. The precinct's cornerstone rides will deliver key movie moment experiences from the DreamWorks films.

During the alliance period, Dreamworld will be the only theme park in Australia to feature the DreamWorks Experience.

Ardent Leisure Group

Comprising

Ardent Leisure Trust ARSN 093 193 438

(Manager: Ardent Leisure Management Limited ABN 36 079 630 676, AFS Licence No. 247010) and

Ardent Leisure Limited ABN 22 104 529 106

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Dreamworld Chief Executive Officer, Todd Coates, said “we are really excited to have formed a long term strategic alliance with one of the most visionary entertainment companies in the world. The DreamWorks brand is a household name, and we have no doubt that this new precinct will be a great draw card for our park”.

Yours faithfully

Alan Shedden
Company Secretary

Ardent Leisure Group is a specialist operator of leisure and entertainment assets across Australia, New Zealand and the United States. The Group operates Dreamworld, WhiteWater World, SkyPoint, d’Albora Marinas, AMF and Kingpin bowling centres and Goodlife fitness centres across Australia and New Zealand. The Group also operates the Main Event family entertainment centres in the United States. For further information on the Group’s activities please visit our website at www.ardentleisure.com.au

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