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ASX RELEASE

08 October 2013

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

Dear Sir/Madam

NEW THEME PARK CAMPAIGN TO SUPERCHARGE GOLD COAST TOURISM

Please find attached for announcement to the market a media release issued by The Honourable Campbell Newman, Premier of Queensland concerning Ardent Leisure's participation in a jointly funded \$15 million advertising campaign to boost visitor numbers to the Gold Coast.

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, SkyPoint Climb, 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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Media release

The Honourable Campbell Newman Premier of Queensland

New theme park campaign to supercharge Gold Coast tourism

A multi-million dollar advertising blitz will boost visitors to Gold Coast theme parks after being launched by the Queensland Government, Village Roadshow and Ardent Leisure today.

Premier Campbell Newman said the *Theme Park Capital of Australia* campaign would reinforce the Gold Coast's position as Queensland's leading tourist destination by focusing on its world-class theme parks.

"Our theme parks rank among the very best in the world, and are 'must-do' experiences for any holiday on the Gold Coast," Mr Newman said.

"That's the message we'll be taking to all of Australia and New Zealand through this unique joint media and promotional campaign.

"The campaign will showcase in one complete package – that the Gold Coast is the Theme Park Capital of Australia.

"Only on the Gold Coast is there such a range of theme parks all within a stone's throw of each other, making it the one-stop shop for any family holiday.

"We expect to see significant increases not only in theme park tickets sales, but in hotel bookings, visitor expenditure and brand awareness of the Gold Coast.

"The \$15 million campaign is jointly funded by the Queensland Government and theme park operators and is a great example of how the private and public sector can collaborate to generate significant tourism benefits for Queensland."

Treasurer Tim Nicholls said tourism contributes \$22 billion a year to the Queensland economy.

"Overnight stays on the Gold Coast contribute around \$4 billion a year and there are almost 10,000 tourism related businesses operating on the Coast," Mr Nicholls said.

"This campaign will help to strengthen the tourism economy on the Gold Coast and drive the growth that's important for the industry's future."

Minister for Tourism, Major Events, Small Business and the Commonwealth Games, Jann Stuckey said families coming to the Gold Coast would also enjoy our world-famous beaches and many other wonderful local attractions.

"While this campaign focuses on the Gold Coast theme parks, it will benefit the region's wider economy through accommodation and retail spending," Ms Stuckey said.



Media release

The Honourable Campbell Newman Premier of Queensland

“This campaign aims to cement the Gold Coast’s reputation as a premier tourism destination in Australia and supercharge visitor numbers to Queensland.”

The campaign kicks off Sunday 27 October.

For more information visit www.themeparkcapital.com.au

[ENDS] 8 October 2013

Contact: Andrew Blow 0408 912 821

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