

LIVING AND LEISURE AUSTRALIA GROUP

COMPRISING:

Living and Leisure Australia Trust

ARSN 092 701 589

(Responsible Entity: Living and Leisure Australia Management Limited
ABN 60 101 634 315, AFSL 280985) and

Living and Leisure Australia Limited

ABN 92 107 863 445



ASX ANNOUNCEMENT

2010 SECURITY HOLDERS LOYALTY PROGRAM

Living and Leisure Australia Group is pleased to announce that the 2010 Security Holders Loyalty Program will be rolled out by the end of April 2010. Following the successful re-launch of the program in 2009, we decided to offer it again in 2010 to thank you for your continued loyalty and support of the Group.

The program allows security holders to enjoy LLA's exciting and award winning attractions at discounted prices along with other special offers throughout the year. The loyalty program discounts are available to all security holders who own securities bought by 31 March 2010 and held as at 30 April 2010. All security holders eligible to participate in the loyalty program will be issued a book of vouchers that can be redeemed at the attraction all year round. The value of the offering exceeds \$1,000.

Additionally, the booklet provides information about each of LLA's attractions including the many awards and commendations received by each facility which are evidence of the quality of each attraction. LLA have also included information about the environmental conservation initiatives undertaken across the Group to demonstrate how we continue our quest to help protect and nurture the environment so it can be enjoyed as it is today by generations to come.

John Schryver

Chief Executive Officer

31 March 2010

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