

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 & MEDIA ANNOUNCEMENT

LLA REVIVES LOYALTY PROGRAM FOR SECURITY HOLDERS

Diversified leisure business owner Living and Leisure Australia Group is pleased to re-commence the security holders loyalty program allowing its security holders to experience the Group's ski, aquarium and tree-top walkway attractions at discounted rates.

LLA Chief Executive Officer John Schryver said the program was created to encourage security holders to enjoy the Group's assets firsthand and to reward their loyalty.

"The loyalty program discounts are available to all security holders who own securities bought by 30 March 2009 and held as at 30 April 2009," Mr Schryver said.

Mr Schryver said a key feature of the program was that security holders could access the attractions all year-round, even during peak skiing and tourism seasons.

"We didn't want to offer a token discount program; we want to provide excellent value and clearly demonstrate how we value the loyalty of our security holders," he said.

"There are no blackout periods as we are keen for program members to be able to experience our attractions year round," Mr Schryver said. "The value of the offering exceeds \$1,000."

All security holders eligible to participate in the loyalty program will be issued a book of vouchers that can be redeemed at the attraction at the time of ticket purchase.

"We believe our security holders are our best ambassadors and we have put together a strong offer spread across each of our attractions to encourage patronage both domestically and offshore," Mr Schryver said.

"Because of the number of retail investors on our register and the quality of our loyalty program, we expect this offer to be enthusiastically embraced."

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.

"A critical factor in our ability to grow is the ongoing support of our security holders and we look forward to rewarding investors through our loyalty program.

John Schryver
Chief Executive Officer
30 March 2009

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