



REWARDS

Notification of Changes to Crown Loyalty Program effective from 15 November 2016

Date of issue of notification: 26 September 2016

Purpose of Notification

From 15 November 2016, Crown's loyalty program, known as Crown Signature Club, will become Crown Rewards.

Most of the format, structure and benefits of being a Crown Signature Club member will continue to apply to Crown Rewards.

We've made our loyalty program simpler with one unified membership across Crown Melbourne, Crown Perth and CrownBet, and there are some changes that will affect member benefits.

Here are some of the main changes to the program for members:

Earning Membership Credits

- To simplify the program, Tier Points have now been removed and Membership Credits will now be known as Status Credits.
- Points that contribute to Status Credits can now be accumulated over the course of your six-month Membership Cycle (as opposed to a single week).

New Status Credit Earn Rates:

Crown Hotels, Restaurants, Bars, Retail Outlets and Events & Conferencing	1,500 Points = 1 Status Credit
Casino and CrownBet	500 Points = 1 Status Credit

Hotels, Spas and Parking Benefits

- Silver, Gold and Platinum Crown Rewards members will now receive 10%, 15% and 20% discount at Crown hotels and spas, respectively.
- The 5% hotel discount is no longer available to the Crown Rewards Member tier (previously known as the Bronze tier).
- Silver Crown Rewards members will now need to earn one Point to receive free next visit general parking, and free off-peak basement parking (subject to availability).

Plus, members of Crown Rewards can now earn and redeem at additional outlets including the online Crown Rewards member store.

The amended Rules will be available on 15 October 2016 at crownmelbourne.com.au. A member's continued participation in the program constitutes acceptance of the Rules.

