

This announcement is not an offer to sell or a solicitation of any offer to buy the ordinary shares in the form of global depositary receipts of Queenco Leisure International Ltd. in the United States or any other jurisdiction.

This announcement is an advertisement and not a prospectus. Investors should not purchase or subscribe for any transferable securities referred to in this announcement except on the basis of information in the prospectus which is expected to be published by Queenco Leisure International Ltd. in due course in connection with the Offering. Copies of the prospectus, following publication, will be available from Queenco Leisure International Ltd.'s registered office.

9 July 2007

Queenco Leisure International Limited

Announces Admission to the Official List of the Financial Services Authority and to trading on the main market of the London Stock Exchange

Queenco Leisure International ("QLI" or the "Company"), the emerging markets casino developer and operator announces that its shares in the form of Global Depository Receipts (the "GDR"s) have been admitted to the Official List of the Financial Services Authority and to trading of the main market of the London Stock Exchange plc ("Admission") and that unconditional dealings in the GDRs commences at 9.00 a.m. today.

ING Bank N.V., London Branch is acting as Sole Global Co-ordinator, Sole Bookrunner and Manager to the Group in connection with the Offering.

Dror Mizeretz, Chief Executive Officer of Queenco Leisure, said:

"We have been very encouraged by the response from institutional investors to the Offer and I would like to welcome all our new shareholders. The successful raising will enable us to continue to expand our casino operations into new emerging markets. The opening of Casino Beograd on 30 June 2007, with an exclusivity licence within city limits for the next ten years, is a good example of the type of opportunities we are pursuing and we look forward to announcing the opening of a new operation in the Czech Republic later on this year."

About Queenco Leisure

- QLI is an emerging markets casino developer and operator. QLI operates and manages two of Greece's nine licensed casinos, Casino Palace in the centre of Bucharest and Casino Beograd in Belgrade.
 - Club Hotel Casino Loutraki ('Casino Loutraki'), is believed by the Company to be Greece's leading casino by drop and win with almost one million visits each year, and is located approximately 80 kilometres from Athens.
 - Casino Rodos, the only casino on the island of Rhodes, which was recently ranked one of the top ten casinos in Europe¹.
 - Casino Palace is located in the centre of Bucharest in one of the City's most historic buildings.
 - Casino Beograd is located in the Hotel Jugoslavia in Belgrade and has an exclusivity licence within city limits for the next ten years.

¹ ISA Casinos Guide

- As at 18 June 2007, the Company operates approximately 1,400 slot machines and 130 gaming tables, and employs 2,470 people.
- The Company seeks to use the established highly cash generative market leading operations in Greece and Romania as a base from which to expand its casino portfolio in emerging markets.

QLI has an attractive pipeline of investment prospects, primarily in Central and Eastern Europe. These include the development of a nightclub and slot machine hall (with approximately 60 slot machines) in Prague. This is planned to open for business in late 2007, with the expectation of developing it into a full casino once the regulatory environment has become more developed.

- Currently the Company is a various stages of planning in a number of development projects in other strategically advantageous markets, including Romania, Bulgaria and Cambodia.
- The Company's business model is based on operating land-based casinos and associated leisure industries. It has no presence in, or intention of entering, the online gaming market.

For further information please visit www.queencoleisure.com or contact:

Queenco Leisure International Ltd.

Dror Mizeretz, CEO Effy Aboudy, CFO Tel: +972 375 45555

ING

Chris Godman

Tel: +44 (0)20 7767 6896

Cardew Group

Tim Robertson James Milton David Roach

Tel: + 44 (0)20 7930 0777

High resolution images are available for the media to view and download free of charge from www.vismedia.co.uk

The contents of this announcement, which have been prepared by and are the sole responsibility of Queenco Leisure International Ltd. have been approved solely for the purposes of Section 21 (2) (b) of the Financial Services and Markets Act 2000 ('FSMA') by ING Bank N.V., London Branch, 60 London Wall, London EC2M 5TQ ('ING').

ING is acting for Queenco Leisure International Ltd. in relation to the Offering and no one else and will not be responsible to anyone other than Queenco Leisure International Ltd. for providing the protections afforded to clients of ING, nor for providing advice in relation to the Offering, the contents of this announcement or any transaction or matters referred to herein.

This announcement is not for publication or distribution, directly or indirectly, in, into or from the United States of America, Canada, France, Italy, Greece, Australia or Japan. This announcement is an advertisement and does not constitute or form part of any offer or invitation to sell or issue or any solicitation of any offer to purchase or subscribe for any securities in any jurisdiction, nor shall it (or any part of it) or the fact

of its distribution form the basis of, or be relied upon in connection with, or act as any inducement to enter into, any contract or commitment thereof.

This document is not a prospectus. Recipients of this announcement who intend to purchase or subscribe for GDRs in the Company following publication of the final prospectus are reminded that any such purchase or subscription must only be made solely on the basis of the information contained in the prospectus relating to the Company in its final form.

In the event of any discrepancy between this document and the prospectus, the prospectus will prevail. It is not the purpose of this announcement to provide, and you may not rely on this announcement as providing a complete and comprehensive analysis of the Company's financial or commercial position or prospects.

The shares mentioned herein have not been, and will not be, registered under the US Securities Act of 1933, as amended (the 'Securities Act'), and may not be offered or sold in the United States or to or for the account or benefit of US persons (as such term is defined in Regulation S under the Securities Act) absent registration or an exemption from registration. No public offer of the shares is being made in the United States and the information contained herein does not constitute an offering of securities for sale in the United States, Canada, France, Italy, Greece, Australia or Japan. No money, securities or other consideration is being solicited and, if sent in response to the information contained herein, will not be accepted.

The distribution of the documents or other information contained herein and the Offering may be restricted by law in certain jurisdictions. No action has been taken by Queenco Leisure International Ltd. or ING that would permit an offer of any of the GDRs or possession or distribution of any of the documents or other information contained herein or any other Offering or publicity material relating to the GDRs in any jurisdiction where action for that purpose is required, other than to certain investors in the United Kingdom. Persons into whose possession any of the documents or other information contained herein comes are required by Queenco Leisure International Ltd. to inform themselves about and to observe any such restrictions. Any failure to comply with these restrictions may constitute a violation of the securities laws of any such jurisdiction.

Some of the statements made herein may include forward-looking statements which reflect Queenco Leisure International Ltd.'s or, as appropriate, its directors' current views with respect to financial performance and business strategy and plans and objectives of management for future operations (including development plans relating to the Company's properties and services). These statements include forward-looking statements both with respect to the Company and the sectors and industries in which the Company operates.

All forward-looking statements address matters that involve risks and uncertainties. Accordingly, there are or will be important factors that could cause the Company's actual results to differ materially from those indicated in these statements. Any forward-looking statements in this document reflect Queenco Leisure International Ltd.'s current views with respect to future events and are subject to these and other risks, uncertainties and assumptions relating to Company's operations, results of operations, growth strategy and liquidity.

Forward-looking statements may and often do differ materially from actual results. These forward-looking statements speak only as of the date of this announcement. Subject to any obligations under the prospectus rules, listing rules and disclosure rules made by the Financial Services Authority under Part VI of FSMA, and save as required by law, Queenco Leisure International Ltd. undertakes no obligation to publicly update or review any forward-looking statement, whether as a result of new information, future developments or otherwise. All subsequent written and oral forward-looking statements attributable to Queenco Leisure International Ltd., or

individuals acting on behalf of Queenco Leisure International Ltd., are expressly qualified in their entirety by this paragraph.

In the State of Israel, the ordinary shares and the global depositary receipts may only be offered to Israeli investors listed in the First Supplement to the Israeli Securities Law 5728-1968, primarily institutional-type investors (each, an 'Institutional Investor' and collectively, 'Institutional Investors'). The offer of the ordinary shares and the global depositary receipts does not constitute an offer made to the public in the State of Israel within the meaning of Section 15 of the Israeli Securities Law.