

10 August 2009

QUEENCO LEISURE INTERNATIONAL LIMITED
(the "Company")

Notice of Extraordinary General Meeting

NOTICE IS HEREBY GIVEN that an extraordinary general meeting of shareholders of the Company will be held at the offices of Norton Rose, 3 More London Riverside, London SE1 2AQ, United Kingdom on the 14th day of September, 2009 at 10:00 a.m. (UK time) for the purpose of considering and approving certain terms of compensation and remuneration of the executive and non-executive members of the Board.

DATED this 10th day of August, 2009.

Registered Office:

BY ORDER OF THE BOARD

11 Menachem Begin st.
Rogovin-Tidhar Tower 30 Flr.
Ramat Gan 52681
Israel

/s/ Ron Be`ery
CHAIRMAN OF THE BOARD OF DIRECTORS

Notes

- A shareholder who is entitled to attend and vote at the Meeting may appoint one or more proxies to attend and, on a poll, vote on his or her behalf, provided that only one proxy may be appointed by a shareholder in respect of a particular share held by him/her. A proxy need not be a shareholder of the Company.
- To be effective, a completed and signed proxy (and any power of attorney or other authority under which it is signed) must be delivered to the Company at its address: Rogovin-Tidhar Tower, 30th floor, 11 Menachem Begin Road, Ramat Gan, Israel, by no later than 24 hours before the time fixed for the Meeting. Completion and return of a proxy will not preclude a shareholder from attending and voting at the Meeting in person.
- The Company specifies that only those shareholders entered on the Company's register of shareholders at the close of business on September 8, 2009 shall be entitled to attend and/or vote at the Meeting.
- In the case of joint holders of shares or GDRs in the Company, the vote of the senior holder shall be accepted to the exclusion of the votes of the other joint holder(s). For this purpose, seniority will be determined by the order in which the names appear in the Company's register of shareholders (or the records of The Bank of New York, the depository of the Company's GDRs).
- In the case of holders of GDRs, a form of direction must be completed in order to appoint The Bank of New York, the depository of the Company's GDRs, to vote on the holder's behalf at the Meeting. To be effective, a completed and signed form of direction (and any power of attorney or other authority under which it is signed) must be delivered to The Bank of New York at its address: 41st floor, 1 Canada Sq., London, E14 5AL, by no later than 72 hours before the time fixed for the Meeting.