



FOR IMMEDIATE RELEASE

12 September 2008

**Queenco Leisure International Ltd
("QLI" or the "Company")**

Board Change

Queenco Leisure International Ltd, (LSE: QLI), the emerging markets entertainment centers and casinos developer and operator, is pleased to announce the appointment of Uri Ben-Ari to the Board as Chief Executive Officer with immediate effect. Uri Ben-Ari replaces Dror Mizeretz who announced his intention to step down from the role of Chief Executive Officer in April 2008.

Uri, aged 54, is a highly experienced business leader having held a number of senior positions in publicly listed and private companies. From 2001-2007, Uri served as Executive Vice President of Global Marketing at Ness Technologies (NASDAQ: NSTC), an IT services provider with 8,000 employees and operations in 18 countries. During his tenure at Ness Technologies, Uri built up an international marketing division covering 18 countries worldwide. Before joining Ness Technologies, Uri was Chief Executive Officer at Internet Gold International, where he was primarily involved in international business development and company acquisitions in emerging markets throughout Central and Eastern Europe.

During his time at both Ness Technologies in 2004 and Internet Gold in 1999 Uri worked on the leadership teams that carried out listings on NASDAQ. He has extensive experience of working for publicly listed companies at a senior management level, and over 25 years of entrepreneurial and management experience; specialising in the development of global marketing strategies, and businesses in the US, Central and Eastern Europe, India, Israel, and the Far East. Uri also has an MBA in Marketing and a BA in Economics from Tel Aviv University.

Commenting on Uri's appointment, Yigal Zilkha, Executive Chairman of QLI, said: "We are delighted to welcome Uri to the Board as he is a very talented individual with a range of complementary skills to support QLI's ambitions of continuing to roll out our emerging markets entertainment and leisure casino model. Uri's appointment as our new CEO forms part of our strategy to extend and grow QLI's international presence. In particular, he has extensive experience of business development in emerging markets together with a successful track record of serving on boards of publicly listed companies. We look forward to working closely with Uri as we enter a new period of openings of new casinos and entertainment centres.

"On behalf of the Board I would like to thank Dror Mizeretz for his substantial contribution to the growth of QLI since its establishment, during which time the Company has grown substantially and together with its successful listing has created an enviable platform in the emerging markets gaming sector. We wish Dror well in the future."

Uri Ben-Ari, Chief Executive Officer of QLI, said: "QLI is an excellent company and is positioned to expand rapidly over the next two years and beyond. I am consequently very pleased to be joining the team at this point and I look forward to participating in developing QLI's position as a leading player in the entertainment, leisure and gaming sectors within the emerging markets."

END

Current and previous directorships held by Uri:

- UBA VENTURES – Owner and CEO (2007 – ongoing)
- Ness Technologies – Executive Vice President (2001 – 2007)
- Internet Gold International – CEO (2001)

For further information, please contact:

Queenco Leisure International Ltd.

Uri Ben-Ari, CEO
Effy Aboudy, CFO
Tel: +972 375 45555

ING

Chris Godman
Tel: +44 (0)20 7767 6896

Cardew Group

Tim Robertson
David Roach
Daniela Cormano
Tel: + 44 (0)20 7930 0777