

Form 603
Corporations Act 2001
Section 671B

Notice of initial substantial holder

To Company Name/Scheme Ardent Leisure Group
ACN/ARSN 093 193 438

1. Details of substantial holder (1)

Name The Vanguard Group, Inc.
ACN/ARSN (if applicable) N/A

The holder became a substantial holder on 20 / 12 / 2010

2. Details of voting power

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate (2) had a relevant interest (3) in on the date the substantial holder became a substantial holder are as follows:

Class of securities (4)	Number of securities	Person's votes (5)	Voting power (6)
See Annexure A			

3. Details of relevant interests

The nature of the relevant interest the substantial holder or an associate had in the following voting securities on the date the substantial holder became a substantial holder are as follows:

Holder of relevant interest	Nature of relevant interest (7)	Class and number of securities
See Annexure A		

4. Details of present registered holders

The persons registered as holders of the securities referred to in paragraph 3 above are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder (8)	Class and number of securities
See Annexure A			

5. Consideration

The consideration paid for each relevant interest referred to in paragraph 3 above, and acquired in the four months prior to the day that the substantial holder became a substantial holder is as follows:

Holder of relevant interest	Date of acquisition	Consideration (9)		Class and number of securities
		Cash	Non-cash	
See Annexure A				

6. Associates

The reasons the persons named in paragraph 3 above are associates of the substantial holder are as follows:

Name and ACN/ARSN (if applicable)	Nature of association
Not Applicable	Not Applicable

7. Addresses

The addresses of persons named in this form are as follows:

Name	Address
See Annexure A	

print name Heidi Stem capacity Company Secretary

sign here [Signature] date 28 / 12 / 2010

DIRECTIONS

- (1) If there are a number of substantial holders with similar or related interests (eg. a corporation and its related corporations, or the manager and trustee of an equity trust), the names could be included in an annexure to the form. If the relevant interests of a group of persons are essentially similar, they may be referred to throughout the form as a specifically named group if the membership of each group, with the names and addresses of members is clearly set out in paragraph 7 of the form.
- (2) See the definition of "associate" in section 9 of the Corporations Act 2001.
- (3) See the definition of "relevant interest" in sections 608 and 671B(7) of the Corporations Act 2001.
- (4) The voting shares of a company constitute one class unless divided into separate classes.
- (5) The total number of votes attached to all the voting shares in the company or voting interests in the scheme (if any) that the person or an Associate has a relevant interest in.
- (6) The person's votes divided by the total votes in the body corporate or scheme multiplied by 100.
- (7) Include details of
 - (a) any relevant agreement or other circumstances by which the relevant interest was acquired. If subsection 671B(4) applies, a copy of any document setting out the terms of any relevant agreement, and a statement by the person giving full and accurate details of any contract, scheme or arrangement, must accompany this form, together with a written statement certifying this contract, scheme or arrangement; and
 - (b) any qualification of the power of a person to exercise, control the exercise of, or influence the exercise of, the voting powers or disposal of the securities to which the relevant interest relates (indicating clearly the particular securities to which the qualification applies).
- (8) See the definition of "relevant agreement" in section 9 of the Corporations Act 2001.
If the substantial holder is unable to determine the identity of the person (eg. if the relevant interest arises because of an option) write "unknown".
- (9) Details of the consideration must include any and all benefits, moneys and other, that any person from whom a relevant interest has acquired has, or may, become entitled to receive in relation to that acquisition. Details must be included even if the benefit is conditional on the happening or not of a contingency. Details must be included of any benefit paid on behalf of the substantial holder of its associate in relation to the acquisition, even if they are not paid directly to the person from whom the relevant interest was acquired.

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ANNEXURE A

This is Annexure A of 5 pages referred to in Form 603 Notice of Initial Substantial Holder lodged on behalf of The Vanguard Group, Inc. in relation to **ARDENT LEISURE GROUP**

ACN/ARBN: 093 193 438

NAME: HEIDI STAM CAPACITY: COMPANY SECRETARY

SIGN:



DATE: 28/12/2010

2. DETAILS OF VOTING POWER

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate (2) had a relevant interest (3) in on the date the substantial holder became a substantial holder are as follows:

CLASS OF SECURITIES	NUMBER OF SECURITIES	PERSON'S VOTE	VOTING POWER
ORD (VANGUARD INVESTMENTS AUSTRALIA LTD)	15,105,654	15,105,654	4.829%
ORD (THE VANGUARD GROUP, INC.)	655,372	655,372	0.209%
TOTAL			5.038%

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3. DETAILS OF RELEVANT INTERESTS

The nature of the relevant interest the substantial holder or an associate had in the following voting securities on the date the substantial holder became a substantial holder are as follows:

HOLDER OF RELEVANT INTEREST	NATURE OF RELEVANT INTEREST (7)	CLASS AND NUMBER OF SECURITIES
Vanguard Investments Australia Ltd and The Vanguard Group Inc.	Vanguard Investments Australia Ltd is the manager of various superannuation funds, institutional investor portfolios and unit trusts and in that capacity can exercise the power to vote or dispose of the shares. The Vanguard Group Inc., is the manager of various US mutual funds and in that capacity has the power to dispose of the shares.	ORD 15,761,025

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4. DETAILS OF PRESENT REGISTERED HOLDERS

The registered as holders of the securities referred to in paragraph 3 above are as follows:

HOLDER OF RELEVANT INTEREST	REGISTERED HOLDER OF SECURITIES	PERSON ENTITLED TO BE REGISTERED AS HOLDER	CLASS AND NUMBER OF SECURITIES
Vanguard Investments Australia Ltd and The Vanguard Group Inc.	JP Morgan and various other Custodians	JP Morgan and various other Custodians	ORD 15,761,025

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5. CONSIDERATION

The consideration paid for each relevant interest referred to in paragraph 3 above, and acquired in the four months prior to the day that the substantial holder became a substantial holder is as follows:

HOLDER OF RELEVANT INTEREST	DATE OF ACQUISITION	CONSIDERATION	CLASS AND NUMBER OF SECURITIES
Vanguard Investments Australia Ltd	Over the past 4 months	ORD \$1.034 to \$1.110	ORD 3,105,502
The Vanguard Group Inc.	Over the past 4 months	ORD \$1.055 to \$1.090	ORD 557,593

6. ASSOCIATES

The reasons the persons named in paragraph 3 above are associates of the substantial holder are as follows:

NAME AND ACN/ARSN (IF APPLICABLE)	NATURE OF ASSOCIATION
Vanguard Investments Australia Ltd (VIA)	VIA is a related Body Corporate of VGI
The Vanguard Group Inc. (VGI)	VGI is a related Body Corporate of VIA

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7. ADDRESSES

The addresses of persons named in this form are as follows:

NAME	ADDRESS
The Vanguard Group Inc.	P.O. Box 2600, V26 Valley Forge, PA 19482 USA
Vanguard Investments Australia Ltd	Level 34 Freshwater Place 2 Southbank Boulevard Southbank Vic 3006