



25 February 2011

SKYCITY Entertainment Group Limited

Federal House 86 Federal Street
PO Box 6443 Wellesley Street
Auckland New Zealand
Telephone +64 9 363 6141
Facsimile +64 9 363 6140
www.skycityentertainment.com

Dear Shareholder

SKYCITY ENTERTAINMENT GROUP LIMITED DIVIDEND REINVESTMENT PLAN

SKYCITY Entertainment Group Limited (SKYCITY) is pleased to introduce a new dividend reinvestment plan (Plan) pursuant to which SKYCITY shareholders may choose to reinvest all or part of their cash dividends in additional ordinary SKYCITY shares.

Details of the Plan, including a summary of its key features, are set out in the enclosed Offer Document.

The Plan provides a convenient method for increasing your investment in SKYCITY by reinvesting all or part of your dividends in further SKYCITY shares free of brokerage charges. In respect of the interim dividend for the 2010/11 financial year which is payable on 1 April 2011, shares will be issued at their market price. In respect of future dividend payments, shares will be issued at their then market price or at a discount of up to 5% as determined by the SKYCITY board.

Participation in the Plan is optional and you may elect to participate in respect of all or only some of your shares. If you wish to participate in the Plan, please complete the enclosed Participation Notice and return it to SKYCITY's Share Registrar, Computershare Investor Services Limited. Your completed Participation Notice can be returned at any time. However, in order to participate in the Plan for the 2010/11 interim dividend payable on 1 April 2011, your completed Participation Notice must be received by Computershare Investor Services Limited by no later than **5.00pm (New Zealand time) on Friday 18 March 2011.**

Please read through the enclosed Offer Document carefully. If you have any questions, please contact your financial advisor.

Yours sincerely

A handwritten signature in black ink, appearing to read "Peter Treacy".

Peter Treacy
Company Secretary