



INFORMATION CONCERNING THE PROXY AND VOTING INSTRUCTIONS TO THE DESIGNATED DEAG DEUTSCHE ENTERTAINMENT AG PROXIES

DEAG Deutsche Entertainment AG appoints Mr Bernhard Orlik and Ms Caroline Müller, both employees of the company Haubrok Corporate Events GmbH, Munich, as designated proxies, each acting alone in his/her capacity as a proxy.

The designated DEAG Deutsche Entertainment AG proxies can only execute your voting right if you give a voting instruction for each resolution on the agenda. The designated proxies are bound by your voting instructions and will exercise your voting right according to these instructions.

If you wish to instruct the designated DEAG Deutsche Entertainment AG proxies in a binding manner to exercise your voting rights, please proceed as follows:

1. Order an admission ticket in your name for the Annual General Meeting of DEAG Deutsche Entertainment AG at your custodian bank

For ordering an admission ticket, please use the form provided by your custodian bank together with the invitation to the Annual General Meeting of DEAG Deutsche Entertainment AG and return this form to your custodian bank. You will receive an admission ticket from your custodian bank or the registration office.

Please note, according to the mentioned requirements for attendance at the Annual General Meeting, only those shareholders who register with the Company and transmit a specific proof of their shareholding issued by their custodian bank have the right to participate in and exercise their voting right at the Annual General Meeting. The proof of the shareholding must refer to the beginning of the 21st day preceding the Annual General Meeting, i.e. **Tuesday, June 7, 2011, 00:00 a.m. CEST** (record date), requires text form and must be prepared in the German or English language.

Important Note: Without an admission ticket your proxy form and voting instructions cannot be taken into consideration. Please order your admission ticket in good time at your custodian bank to receive your admission ticket in time.

2. Granting proxy and issuing voting instructions to the designated proxies

You will receive a proxy and instruction form together with your admission ticket. Furthermore you can order this form via phone at +49 (0) 89 / 210 27 222 Monday through Friday (except holidays) from 09:00 a.m. 05:00 p.m. Grant proxy to the above mentioned designated DEAG Deutsche Entertainment AG proxies and give them instructions for exercising your voting right. Please use the available "proxy form and voting instructions".

3. Return the proxy and voting instructions form directly to the designated proxies

Please return the proxy and voting instructions form **together with your admission ticket or admission ticket number** directly to the designated DEAG Deutsche Entertainment AG proxies:

- Via mail: **DEAG Deutsche Entertainment AG
c/o Haubrok Corporate Events GmbH
Landshuter Allee 10
80637 Munich
Germany**
- via fax: **+49 (0) 89 / 210 27 289**
- via e-mail: **meldedaten@haubrok-ce.de**

Without an admission ticket your proxy form and voting instructions cannot be taken into consideration.

Please return your proxy form and voting instructions as possible until **Monday, June 27, 2011, 06:00 p.m. CEST**.

Important notes:

If the designated proxies receive proxy and instructions through various channels (via mail, e-mail or fax), the most recently received, formally valid proxy and corresponding instruction will be considered binding. If the proxy and instruction form is filled out incorrectly, the respective votes will not be represented by the designated proxies at the Annual General Meeting.

If the proxy and voting instruction form is filled out incompletely or incorrectly, the respective votes will according to the respective voting procedure not be represented by the designated proxies at the Annual General Meeting respectively the designated proxies abstain from voting. The designated proxies are bound to the issued voting instructions and are not allowed to exercise the voting rights transferred to them in the case of votes not announced prior to the Annual General Meeting (e.g. procedural motions). In this case, depending on the voting procedure, the respective votes will not be represented by the designated proxies at the Annual General Meeting respectively the designated proxies abstain from voting.

The designated proxies cannot be appointed to file objections, propose motions or ask questions during the Annual General Meeting. A revocation of proxy may result from appearing personally at the Annual General Meeting. Shareholders can grant authorisation to a third person after revoking the proxy given prior to the designated proxies.

For questions concerning the proxy and voting instructions
you can reach our **General Meeting-Hotline**
Monday through Friday, except holidays, from 9 a.m. to 5 p.m.
at **+49 (0) 89 / 210 27 222**