

FOR IMMEDIATE RELEASE

Melco Crown Entertainment Builds its MIECF Booth with Recycled Electronic Devices

A call for attention for the increasing e-waste problem in Macau

MACAU – Thursday, March 26, 2015: Melco Crown Entertainment Limited (SEHK: 6883; NASDAQ: MPEL) (“**Melco Crown Entertainment**” or “**the Company**”), a developer, owner and operator of casino gaming and entertainment resort facilities in Asia, participated in the Macao International Environmental Co-operation Forum and Exhibition 2015 (MIECF) as the only prime exhibitor from the green hotel category for the fourth consecutive year. The Company has always been committed to protecting the environment while developing its business; it has also been a strong supporter of the Government’s environmental policies and promotion of sustainable development through this prominent exchange platform for industry leaders and the public.

As first runner-up of the Green Booth Award in MIECF 2014, Melco Crown Entertainment has gone one better this year and has built its booth façade with the Company’s used and obsolete electronic devices – including electronic chips, computer hard disks and CDs – to help raise awareness of the increasing e-waste problem in Macau. Besides used electronic devices, the construction of the booth also uses other recycled materials from the company, such as wooden wine boxes collected from the restaurants as flooring, and recycled water bottles from its flagship integrated resort, City of Dreams Macau, to build the reception desk. Through its innovative booth design, Melco Crown Entertainment aims to demonstrate its commitment to protecting the environment in which it operates in every respect, and to the sustainable development of Macau.

“Melco Crown Entertainment has deep roots in Macau and the local community. We constantly look for innovative solutions to minimize our impact to the environment while developing our business. We strive to pursue a sustainable future for our society,” said **Mr. Lawrence Ho, Co-Chairman and Chief Executive Officer of Melco Crown Entertainment**. “We proactively deploy effective measures that help save energy and reduce waste generated from our daily operations; measures which meet even the most stringent international standards for environmental management.”



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Melco Crown Entertainment's continuous efforts in environment preservation have been recognized both locally and regionally – the Company won the “Excellence Award” in the “Environmental Performance” category at the Business Awards of Macau 2014; the “Best Environmental Responsibility Award” given by Corporate Governance Asia Magazine three years in a row, from 2013 - 2015; and the Company's flagship property, City of Dreams, was the first hotel and integrated resort in Macau to achieve the ISO 14064 Greenhouse Gas (GHG) Emissions Inventories and Verification Standard. The Company's ongoing efforts in implementing advanced green products and solutions to its day-to-day operations include the installation in 2013 of two food waste decomposers at City of Dreams. The decomposers eradicate up to 200kg food waste daily by the use of microorganisms, 73 tons a year. Their use has significantly reduced CO2 emission by 96% per 10 tons of food waste. The residue is used as organic fertilizer at our properties.

Please refer to the appendix to learn more about Melco Crown Entertainment's green initiatives, green facilities, the encouraging results from its green activities and the Green Awards the Company has received over the years.

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Safe Harbor Statement

This release contains forward-looking statements. These statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. The Company may also make written or oral forward-looking statements in its periodic reports to the U.S. Securities and Exchange Commission (the "SEC"), in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including statements about the Company's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties, and a number of factors could cause actual results to differ materially from those contained in any forward-looking statement. These factors include, but are not limited to, (i) growth of the gaming market and visitation in Macau and the Philippines, (ii) capital and credit market volatility, (iii) local and global economic conditions, (iv) our anticipated growth strategies, and (v) our future business development, results of operations and financial condition. In some cases, forward-looking statements can be identified by words or phrases such as "may", "will", "expect", "anticipate", "target", "aim", "estimate", "intend", "plan", "believe", "potential", "continue", "is/are likely to" or other similar expressions. Further information regarding these and other risks, uncertainties or factors is included in the Company's filings with the SEC. All information provided in this press release is as of the date of this release, and the Company undertakes no duty to update such information, except as required under applicable law.

About Melco Crown Entertainment Limited

Melco Crown Entertainment, with its shares listed on the Main Board of The Stock Exchange of Hong Kong Limited (the “**Hong Kong Stock Exchange**”) (SEHK: 6883) and its American depositary shares listed on the NASDAQ Global Select Market (NASDAQ: MPEL), is a developer,



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owner and operator of casino gaming and entertainment casino resort facilities in Asia. Melco Crown Entertainment currently operates Altira Macau (www.altiramacau.com), a casino hotel located at Taipa, Macau and City of Dreams (www.cityofdreamsmacau.com), an integrated urban casino resort located in Cotai, Macau. Melco Crown Entertainment's business also includes the Mocha Clubs (www.mochaclubs.com), which comprise the largest non-casino based operations of electronic gaming machines in Macau. The Company is also developing the planned Studio City Project (www.studiocity-macau.com), a cinematically-themed integrated entertainment, retail and gaming resort in Cotai, Macau. In the Philippines, Melco Crown (Philippines) Resorts Corporation's subsidiary, MCE Leisure (Philippines) Corporation, currently operates and manages City of Dreams Manila (www.cityofdreams.com.ph), a casino, hotel, retail and entertainment integrated resort in the Entertainment City complex in Manila. For more information about Melco Crown Entertainment, please visit www.melco-crown.com.

Melco Crown Entertainment has strong support from both of its major shareholders, Melco International Development Limited ("**Melco**") and Crown Resorts Limited ("**Crown**"). Melco is a listed company on the Hong Kong Stock Exchange and is substantially owned and led by Mr. Lawrence Ho, who is Co-Chairman, an Executive Director and the Chief Executive Officer of Melco Crown Entertainment. Crown is a top-50 company listed on the Australian Securities Exchange and led by Chairman Mr. James Packer, who is also Co-Chairman and a Non-executive Director of Melco Crown Entertainment.

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Appendix – Melco Crown Entertainment’s Environment Management Initiatives

RECOGNITIONS & ACHIEVEMENTS

- City of Dreams Macau is the first hotel and integrated resort in Macau to achieve the ISO 14064 Greenhouse Gas (GHG) Emissions Inventories and Verification Standard, accredited by SGS Hong Kong
- Melco Crown Entertainment won the “Best Environmental Responsibility Award” from Corporate Governance Asia Magazine 2013 - 2015
- Melco Crown Entertainment won the “Excellence Award” in the “Environmental Performance Category” at the Business Awards of Macau 2014
- Altira Macau won the 2nd runner-up in the Hotel Group C Category at the 2014 Macau Energy Saving Contest and the “Hotel Group C Merit Award” at the 2012 Energy Saving Contest
- City of Dreams Macau triumphed over 38 hotel competitors on the 2013 Macau Energy Saving Contest and won the “Energy-saving Concept Award” and the “Excellence Award” in the Hotel Group C category.
- Crown Towers (Gold Medal), Hard Rock Hotel (Gold Medal) together with Grand Hyatt Macau (Silver Medal), garnered at the Macau Green Hotel Awards 2011-2014.
- Melco Crown Entertainment is the first resort-hotel company in Macau to receive the ISO14001:2004 Environmental Management Certification and Indoor Environmental Quality Certificate, accredited by SGS Hong Kong

ENERGY EFFICIENCY

- One of the largest Centralized Cooling Systems in the South China hospitality industry: at least 20-35% more energy-efficient than traditional air-conditioning
- State-of-the-art indoor air purification system conserves energy by reducing the need of outdoor fresh air
- Building Management System monitors air-con temperature 24/7
- Heat created from air-conditioning is converted to heat for tap and shower water
- LED lights for façade are 80% more energy-efficient compared to traditional halogen lamps
- LED lights for interior are 70% more energy-efficient compared to conventional lighting
- Uses the most energy efficient option in the market, T5 tubes, in Heart of House
- Outdoor light fixtures controlled by outdoor photo sensors and time scheduling
- Motion sensors turn off lights at Heart of House when areas are not occupied
- Air Handling Units equipped with Enthalpy Wheel for energy exchange between exhaust air and intake air

- CO & CO₂-controlled ventilation in car parks
- Motion-activated escalator operations
- Water-cooled high-efficiency kitchen freezer reduces energy consumption

WATER CONSERVATION

- The House of Dancing Water's sophisticated filtration system and large water storage capacity during maintenance enables pool water to be used and reused without limit
- Grey water system at Altira Macau recycles treated guestroom sink, shower and bath water as flush water, successfully reducing its freshwater flushing consumption by more than 50%
- Automatic sensors in all faucets within the properties
- Water feature used as water reserve for fire-fighting
- Rainwater Recovery System stores rainwater for irrigation
- Employee education & contribution in reducing water use when cleaning guestrooms and public areas
 - Basin cleaning with detergent and dry cloth to reduce water use
 - Use mop and bucket to clean public area instead of using high pressure jet
 - Use machines to clean and dry kitchen floor instead of using high pressure jet
 - Use of buckets to water plants instead of a hose

OTHER CONSERVATION

- Since March 2013, Melco Crown Entertainment has been involved, with other resorts in Cotai, in expanding the Lights-Off campaign to once a month in support of Earth Hour
- Since 2013, two biodegradable food waste decomposers have been installed at City of Dreams Macau to decompose and eradicate food waste by the use of microorganisms. The food decomposers handle 200kg of food waste daily, which is equivalent to 73 tons a year, to achieve a significant reduction of CO₂ emission (96% per 10 tons of food waste). Residue can be recycled into useful organic fertilizer after six months of operations.
- Our Property Services Department & Housekeeping Department use a paperless work order system to reduce paper consumption
- Encourage colleagues to use staircase instead of elevator
- Compress all carton boxes collected for recycling