



Melco Crown Entertainment
新濠博亞娛樂

FOR IMMEDIATE RELEASE

**Melco Crown Entertainment Partners with local SME to build a Green-booth at
the MIECF 2017**

The Only Operator Showcase Green Efforts as Prime Exhibitor

Macau – Thursday, March 30, 2017 – Melco Crown Entertainment Limited (NASDAQ: MPEL) (“Melco Crown Entertainment”, “MCE” or the “Company”), a developer, owner and operator of gaming and entertainment resort facilities in Asia, has participated in the MIECF 2017 once again as the only prime exhibitor in the hotel category, showcasing its green initiatives and results achieved through its environmental management program dedicated to contributing to the long term sustainability of the city while expanding its business.

Leadership in Green Operations

Melco Crown Entertainment has been an industry leader in energy and water conservation. It has strived to minimize the adverse impact that its operations may have on the environment. To date, the Company has successfully reduced CO2 emissions by a volume that requires more than 1.9 million trees to absorb and saved water of a volume exceeding 326 Olympic-size swimming pools. The Company is planning to install a photovoltaic (solar electric) system on the rooftop of the Crown Towers this year, the first of its kind to be installed in a commercial building. Electricity generated from the photovoltaic system will be routed back to the grid of CEM, as one of the renewable sources to meet the energy needs of the city.

Ms. Akiko Takahashi, Executive Vice President, Chief Officer of HR and CSR of Melco Crown Entertainment, said, “Environmental protection has always been one of the top priorities of Melco Crown Entertainment’s corporate social responsibility program. To enable a low carbon future and sustainable growth of Macau, we continue to enhance our commitment through a range of ongoing green practices that successfully reduce CO2 emissions and energy consumption.

SME Collaboration

Launched in May 2016, MCE’s Macau SME Procurement Development Program aims to provide more business opportunities to local Macau SMEs and help them enhance their



professional level and productivity. MCE and local SMEs can work closely together to fulfill the goal of facilitating collaborations between large enterprises and SMEs, which is part of the Macau Government's Five-Year Plan.

Akiko continued "Melco Crown Entertainment has been developing long-term business relationships with local SMEs since 2003. We aspire to grow with the SMEs and micro enterprises in Macau. At this important government event like MIECF, we have engaged Ego Design, a local SME design and production agency, to design and construct our MIECF exhibition booth. Since the launch of our Macau SME Procurement Development Program last year, we have significantly boosted our local purchase amount and have actively engaged local Macau SMEs as our partnering vendors. We believe the close collaboration with SMEs will eventually enhance their product and service quality, and field experiences, which can broaden their business networks in the long term, contribute to the diversification of Macau's economy."

Ms. Anita Mak, Creative Director of Ego Design said, "I am delighted to have worked with Melco Crown Entertainment on the construction of its exhibition booth at MIECF 2015 and 2017. They are always open-minded to our creative ideas. From this collaboration, we learned the importance of corporate branding, international standards and how to effectively apply these into the design and production. We thank MCE once again for their trust in us and we are all proud of building the booth for MCE."

In addition to the collaboration with a SME on the design and construction of the exhibition booth, Melco Crown Entertainment's Supply Chain team is also participating in the business matching sessions. They will meet with vendors of the latest green products, offering them business opportunities.

Photo caption:



Mr. Lionel Leong, Secretary for Economy and Finance (3rd left), Mr. Raimundo Arrais do Rosário, Secretary for Transport and Public Works (3rd right), Ms. Maggie Ma, Chief Corporate Communications and Corporate Affairs Officer (2nd left), Mr. Joshua Ho, Vice President of Property Services (2nd right), and Mr. Johnny Wong, Manager of Property Services (far left), of Melco Crown Entertainment, and Ms. Anita Mak, Creative Director of Ego Design (far right), took a photo at MCE's exhibition booth.

Melco Crown Entertainment - Innovating excitement for a new age.

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Safe Harbor Statement

This press 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



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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, (v) gaming authority and other governmental approvals and regulations, and (vi) 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 press 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 American depository shares listed on the NASDAQ Global Select Market (NASDAQ: MPEL), is a developer, 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 also majority owns and operates Studio City (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 is strongly supported by its single largest shareholder, Melco International Development Limited, a company listed on the Main Board of The Stock Exchange of Hong Kong Limited and is substantially owned and led by Mr. Lawrence Ho, who is the Chairman, Executive Director and Chief Executive Officer of Melco Crown Entertainment.

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