



**Melco Crown Entertainment**  
**新濠博亞娛樂**

**FOR IMMEDIATE RELEASE**

## **Melco Crown Entertainment's City of Dreams and Altira Macau named Gold Enterprise Winner by GS1's Quality Food Traceability Scheme**

**MACAU – Wednesday, August 10, 2016:** Melco Crown Entertainment Limited (Nasdaq: MPEL) ("Melco Crown Entertainment", "MCE" or the "Company"), a developer and owner of casino gaming and entertainment resort facilities in Asia, announced today that both City of Dreams and Altira Macau received Gold Award at the Quality Food Traceability Scheme 2016 in Hong Kong. Melco Crown Entertainment is the only Macau company to have its properties recognized by the Hong Kong chapter of GS1 for its food traceability practices.

City of Dreams was first recognized by the Scheme in 2015. With the same stringent standards and food tracing measures implemented, Altira Macau joined the league as a Gold Enterprise Winner this year.

**Mr. Kristoffer Luczak, Senior Vice President of Food and Beverage, Melco Crown Entertainment,** said, "We are honored to have another property recognized by the Quality Food Traceability Scheme. As one of the leading operators in the hospitality industry, food safety is our top priority. Our flagship integrated resort City of Dreams received the HACCP food safety certification in 2011, Altira Macau was also granted the certification in 2014. This year, we launched a procurement development program with local SMEs. One of the initiatives of this program is to issue certificates to our F&B vendors who are in compliance with our international standards. We believe this will help them improve product and service quality and build up their credibility, which would help bring them new business opportunities."

**Ms. Teresa Mok, Deputy Director-General of Macau Productivity and Technology Transfer Center,** said, "An effective traceability system relies on being able to track product at any point in the supply chain, this is crucial to ensure the safety and health of the public. We are very glad that both City of Dreams and Altira Macau have adopted international standards and technology for its food management systems. We are also very excited that Macau corporations are recognized internationally for their efforts in enabling high levels of traceability. Their experience in the area can enhance local SMEs' understanding in international food safety standard and as a result, improve the overall product quality."

The Quality Food Traceability Scheme recognizes Hong Kong and Macau-based enterprises that demonstrate excellence in the tracking and tracing of the sources and provenance of all food products (including sources of feed, other ingredients, and packaging), through all stages of production, processing and distribution. The rigorous assessment criteria have



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been developed by a group of industry practitioners, with reference to ISO 22005, HACCP (ISO 22000:2005), and BRC (British Retail Consortium) Global Standard, etc.

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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 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 depositary 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](http://www.altiramacau.com)), a casino hotel located at Taipa, Macau and City of Dreams ([www.cityofdreamsmacau.com](http://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](http://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](http://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](http://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](http://www.melco-crown.com).

Melco Crown Entertainment is strongly supported by its single largest shareholder, Melco International Development Limited (“Melco”) and its other major shareholder, Crown Resorts Limited (“Crown”). Melco is a listed company 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. Crown is a top-100 company listed on the Australian Securities Exchange and led by Mr. James Packer, who is the Deputy Chairman and a Non-executive Director of Melco Crown Entertainment.



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