



Melco Crown Entertainment
新濠博亞娛樂

FOR IMMEDIATE RELEASE

Melco Crown Entertainment announces finalists for Zaha Hadid Design Competition

One step closer to a dream-come-true opportunity

MACAU – Monday, June 29, 2015: Melco Crown Entertainment Limited (SEHK: 6883; Nasdaq: MPEL) (“Melco Crown Entertainment”, “MCE” or the “Company”), a developer, owner and operator of casino gaming and entertainment resort facilities in Asia, has always been committed to the development of local talents. The Company announced today the five finalists of the Dare to Dream – Zaha Hadid Design Competition; the winner will be announced in July. Collaborated with the Tertiary Education Services Office, the competition offers a local Macau student of architecture a once-in-a-life-time opportunity to an internship at the London headquarters of the world-renowned Zaha Hadid Architects. The competition is part of Melco Crown Entertainment’s Dare to Dream series launched in 2012, with the primary aim of encouraging interests in the creative and arts field. By providing exposure to the world-renowned maestros in the field, it fuels that the impossible can be possible.

The Zaha Hadid Design Competition was first announced in 2014, it challenged Macau students who are studying locally or abroad to design a villa set in a landscape. Their designs are judged on creativity and practicality of the concept, the contestants’ understanding of the 3D printing technology and their ability to handle complications. The judging panel comprised of Dame Zaha Hadid, Founder of Zaha Hadid Architects, Mr. Michele Pasca di Magliano, Senior Associate of Zaha Hadid Architects; Arch. Carlos Marreiros, President of the Fellow Members Council, the Architects Association of Macau; Mr. Helder Santos, Chairman of Supervising Committee, Macau Urban Planning Institute; and Mr. David Clarke, Vice President of Design, Melco Crown Entertainment. Among the outstanding designs received, five contestants – Jeff Lei, Ives Ma, Stephanie Choi, Rui Chen and Ka-hou Wu – impressed the judges with their distinctive concepts and were named finalists.

Mr. Michele Pasca di Magliano said, “The level of creativity demonstrated by these Macau students was truly fascinating, we had a long debate before agreeing on these five designs. They successfully convey their creators’ passion, daring and vision to think outside the box. Dame Zaha Hadid, together with my colleagues in London and myself look forward to meeting the winner in person in July and working with them at our headquarters later this year.”

Arch. Carlos Marreiros said, “We are delighted to be part of a visionary project like ‘Dare to Dream’. Melco Crown Entertainment’s vision in nurturing the youth through exposure aligns with ours to cultivate the next generation of architects in Macau, encouraging them to push the



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envelope and make the most out of the latest technology. We are confident that these students are going to contribute significantly to the development of Macau.”

Ms. Akiko Takahashi, Executive Vice President, Chief Officer of Human Resources and Corporate Social Responsibility of Melco Crown Entertainment, said, “Our Co-chairman & CEO Mr. Lawrence Ho’s commitment to developing talents and igniting interests and creativity in arts for the local Macau people has enabled opportunities to learn from award-winning maestros such as the ‘Queen of the Curves’ Dame Zaha Hadid, the designer of City of Dreams’ fifth hotel tower.”

Zaha Hadid, founder of Zaha Hadid Architects, was a winner of the Pritzker Architecture Prize (considered to be the Nobel Prize of architecture) in 2004, and has been included in Time magazine's "100 Most Influential People in the World" list, ranking top of the Thinkers' category. Zaha Hadid Architects' work of the past 30 years was the subject of critically-acclaimed exhibitions. In 2010 and 2011, her designs were awarded the Stirling Prize, one of architecture's highest accolades, by the Royal Institute of British Architects. In 2012, Zaha Hadid was made a Dame Commander of the Order of the British Empire by Queen Elizabeth II.

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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. Melco Crown Entertainment Limited (the “Company” or “Melco Crown Entertainment”) 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.



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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 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 is also developing the planned 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 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.

About Dame Zaha Hadid

Dame Zaha Hadid, founder of Zaha Hadid Architects, was awarded the Pritzker Architecture Prize (considered to be the Nobel Prize of architecture) in 2004 and is internationally known for her built, theoretical and academic work. Each of her dynamic and pioneering projects builds on over thirty years of exploration and research in the interrelated fields of urbanism, architecture and design.

Working with senior office partner, Patrik Schumacher, Hadid’s interest lies in the rigorous interface between architecture, landscape, and geology as her practice integrates natural topography and human-made systems, leading to innovation with new technologies.

The MAXXI: National Museum of 21st Century Arts in Rome, the London Aquatics Centre for the 2012 Olympic Games, and Heydar Aliyev Centre in Baku are built manifestos of Hadid’s quest for complex, fluid space. Previous seminal buildings such as the Rosenthal Center for Contemporary Art in Cincinnati and the Guangzhou Opera House in China have also been hailed as architecture that transforms our ideas of the future with new spatial concepts and dynamic, visionary forms.

Currently Zaha Hadid Architects is working on a multitude of projects worldwide including: the High-Speed Train Station in Naples; the CityLife masterplan and tower in Milan; the Grand Theatre in Rabat and the New National Stadium in Tokyo, as well as major master-planning projects in Beijing, Bilbao, Istanbul and Singapore. ZHA’s portfolio also includes cultural, corporate, academic, sporting and infrastructure projects in across Asia, the Middle East, Europe and North and South America, in addition to national institutions such as the new Central Bank of Iraq Headquarters.



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Hadid's outstanding contribution to the architectural profession continues to be acknowledged by the world's most respected institutions including the Forbes List of the World's Most Powerful Women and the Japan Art Association presenting her with the 'Praemium Imperiale'. In 2010 and 2011, her designs were awarded the Stirling Prize, one of architecture's highest accolades, by the Royal Institute of British Architects. Other recent awards include UNESCO naming Hadid as an 'Artist for Peace', the Republic of France honouring Hadid with the 'Commandeur de l'Ordre des Arts et des Lettres', TIME magazine included her in their list of the '100 Most Influential People in the World' and in 2012, Zaha Hadid was made a Dame Commander of the Order of the British Empire by Queen Elizabeth II.

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