



Melco Crown Entertainment  
新濠博亞娛樂

**FOR IMMEDIATE RELEASE**

## **Melco Crown Entertainment Employees Donated 23,000kg of Rice to the Macau Community in Celebration of the Chinese New Year**

**MACAU – Wednesday, February 3, 2016:** Melco Crown Entertainment Limited (Nasdaq: MPEL) (“Melco Crown Entertainment”, “MCE” or the “Company”) is a developer, owner and operator of gaming and entertainment resort facilities in Asia. Guided by the vision of making a difference in people’s lives, MCE’s employees actively support local organizations, and create activities to contribute to charitable causes they believe in. As the Chinese New Year is drawing near, 234 Melco Crown Entertainment volunteers recently launched a series of activities to bring joy and festive blessings to the local community, including donation of rice and bedding to the under-resourced, home cleaning for the elderly and a Chinese New Year Party for Concordia School for Special Education. These activities were supported by over 2,600 MCE employees, and have benefited a total of over 10,000 individuals.

In mid-January, the MCE Volunteer Team organized the first employee rice donation, with the aim of sending festive blessings to the under-resourced in Macau. The Team set up collection booths at the Heart of House areas last week. The call received overwhelming response from MCE employees. In just one week, the Team has collected over 23,200 kg of rice from over 2,400 employees for the cause. The MCE Volunteers visited the elderly at Centro de Dia “Brilho da Vida” on January 30 and delivered the first batch of the rice. In collaboration with Carita Macau, the rest will be distributed to those in need before the Chinese New Year.

On January 28, MCE Volunteers donated hotel bedding, toiletries and chinaware they collected from City of Dreams, Crown Towers, Hard Rock Hotel, and Altira Macau to Fu Hong Society. The team collected a total of 150 pieces of bedding, around 2,000 bottles of toiletries and over 1,300 pieces of chinaware in January. The bedding were distributed to under-resourced families in priority in view of the recent cold front in Macau, while the rest will be sold at Fuhong Society’s Happy Market Social Enterprise. The proceeds will support Fu Hong Society’s community services.



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One of the Chinese New Year traditions is cleaning up before the New Year's Eve, as a symbol of sending off the old and welcoming the new. A team of 40 MCE Volunteers visited the elderly in Cheng Chong Building on February 2 and February 3. They also rolled up their sleeves and helped the elderly to clean up their homes for the New Year.

On February 3, MCE Volunteers held a Chinese New Year party for the children with special educational needs at Concordia School for Special Education, bringing them festive joy. The volunteers also helped cleaning up the school to welcome the Year of the Monkey.

**Ms. Akiko Takahashi, Melco Crown Entertainment's Executive Vice President and Chief Officer of HR/CSR**, said, "At Melco Crown Entertainment, we are keen on making differences in people's lives and encouraging volunteerism among our colleagues. Interest groups have been formed within the MCE family, where colleagues create and organize activities for charitable causes they support. I am proud of our colleagues who have shown tremendous care to the community before the Chinese New Year. I wish to thank them for their effort and time spent on driving, planning and participating in these activities."

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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



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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](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 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 Main Board of The Stock Exchange of Hong Kong Limited 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 Mr. James Packer, who is also Co-Chairman and a Non-executive Director of Melco Crown Entertainment.

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