



Melco Crown Entertainment
新濠博亞娛樂

FOR IMMEDIATE RELEASE

Melco Crown Entertainment Nurtures Creative Little Artists in the Holiday Season

MACAU – Thursday, December 15, 2016: 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, is dedicated to making a difference in people’s life. This holiday season, employees of the Company created programs for the teens and children from the Salvation Army Joy Family Integrated Service Centre and the Concordia School for Special Education to develop their self-esteem and inspire their creativity. The programs concluded with the choir of Concordia School for Special Education’s debut performance of festive choral works at Studio City on December 13 and 14.

On December 9, a group volunteers from MCE’s Entertainment and Events and Human Resources Departments visited the children at the Concordia School for Special Education, where they guided the children to make their own Christmas costume for their first choral performance at Studio City, including hats, Santa Claus outfits and magic wands. The activity aimed to boost the children’s confidence and inspiring creativity.

Collaborated with the Salvation Army Joy Family Integrated Services Centre, MCE created the All Round Talent Training Program for the local teens who aspire to be a TV host. The Program was taught by Ms. Bethia Chan, Assistant Director, and Mr. Benson Kuong, a professional performer of MCE’s Entertainment and Events Department. Aiming to guide the teenagers to “Dream Happily with Confidence”, the Program offered an introduction to live broadcasting, recording program, and interviewing techniques. It also focused on the teenagers’ eloquence and script reading skill. Furthermore, the teachers provided insights and training on “How to Become a Professional Performing Artist”. The Program received encouraging responses, with a total of 13 teenagers from the Centre participated and completed the four-week training.

One of the trainers, **Ms. Bethia Chan**, said, “We noticed that many children and teenagers dream to become a TV host, and we felt that it is important for one to have dreams. That’s why we created the training programs to not only help them develop the skills, but also to boost their self-esteem by showing them that it is possible to realize their dreams. At MCE, we are encouraged to create programs and activities for causes we believe in and the Company has made a lot of effort in inspiring local youth to dare to dream. I am grateful for my company’s support and I believe the training programs have made a difference to both the teenagers and ourselves.”

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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 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 (“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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