



Melco Crown Entertainment
新濠博亞娛樂

FOR IMMEDIATE RELEASE

Melco Crown Entertainment Offers Members of Fu Hong a Sneak Preview of its Studio City

Sharing with the Community the Pride of Macau

MACAU – Friday, October 22, 2015: 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 proud to launch its newest cinematically-themed resort Studio City on October 27. At the eve of the grand opening, the Company shared the Pride of Macau with the under-resourced of the community by inviting them on a familiarization tour at the new resort to experience the world-class attractions and entertainment offerings first-hand.

The first organization that was offered the tour was Fu Hong Society of Macau (“Fu Hong”). The group were among the first to see the inside of Studio City, Asia’s Entertainment Capital. Highlights of their journey on October 22 included the Golden Reel, the world’s tallest figure-8 Ferris wheel. It was the group members’ first time riding on a Ferris wheel. The 15-minute ride was proven to be joyful and exciting. After enjoying the bird’s-eye view of the resort, the group moved on to the Warner Bros Fun Zone, the first of its kind in the world, where Fu Hong members had an exhilarating time with the much loved characters of Warner Bros. Studio. The tour came to a delicious end at Spotlight, where the group enjoyed a sumptuous buffet dinner like a star.

Fu Hong’s journey kick-started the program which Melco Crown Entertainment shares the Pride of Macau, Studio City, and the array of world-class entertainment offerings with the under-resourced, physically and mentally challenged of the Macau community. Starting from October 22, a charitable organization will be invited to the sneak preview journey every day, these include Sheng Kung Hui “Star of Hope” Youth Home, Holy House of Mercy, Macau True Goodwill Friendship Association, Macau Deaf Association and a cancer patient group in association with the Junior Chamber International Macau. These visits will continue after the grand opening of the resort on October 27.

From October 28 to December 6, Melco Crown Entertainment will donate 300 tickets every day, 400 in weekends, to the House of Magic, Macau’s first theater hosting resident magic show, where the community will have a magical time with the world-renowned illusionist Franz Harary. These initiatives underline Melco Crown Entertainment’s ongoing care and commitment to the local community.

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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, 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 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 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 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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For media inquiries, please contact:

Melco Crown Entertainment

Ms. Maggie Ma

Senior Vice President

Corporate Communications & PR

Tel: +852 3151 3767 / +853 8868 3767

Email: maggiema@melco-crown.com

Ms. Jessie Kuan

Senior Manager

Public Relations

Tel: +853 8868 7556 / +853 6693 8047

Email: jessiekuan@melco-crown.com