

FOR IMMEDIATE RELEASE

## **Melco Crown Entertainment Donated MOP300,000 to The Women's General Association of Macau for Promoting Breast Health Education in Macau**

**MACAU – Wednesday, Sep 14, 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. The Company donated MOP300,000 to The Women's General Association of Macau for a foundation committed to increasing the awareness of breast health, providing breast cancer screening and necessary support to low income women in the local community for the treatment of the disease.

Ms. Constance Hsu, General Manager of Altira Macau, represented Melco Crown Entertainment to present the check to Ms. Un Sio Leng, Vice President of The Women's General Association of Macau. After the check presentation, a seminar on Breast Health Awareness, co-organized by both parties in conjunction with The Women's Health Protection Centre of The Women's General Association of Macau, took place. Dr. Leong Iat Lun, a breast surgeon, shared with the audience the cause, symptoms, and prevention of breast cancer and showed them the steps of self-examination. Clinical breast examinations were also available on site after the seminar.

**Ms. Constance Hsu** said at the event, “Melco Crown Entertainment is committed to making a difference in people's lives. The well-being of women is one of our CSR focuses. According to the cancer statistics in Macau, breast cancer is the most common cancer among women, but it is highly treatable when detected at an early stage. Screenings and regular examination are therefore very important in battling the disease. MCE has been supporting the promotion of breast cancer awareness since 2010. We collaborated with the Organization for Oncology and Translational Research and donated to the Worker's Medical Clinic to provide free breast cancer screenings to local women. Both collaborations had received great response from the community. We intend to continue to help local women mitigate the threat of breast cancer.”

Melco Crown Entertainment has been a pioneer in supporting the promotion of public awareness of breast cancer in Macau. In 2010, the Company collaborated with the Organization for Oncology and Translational Research (OOTR) to provide over 5,000 free screenings to local women, of which 2,000 were MCE employees. Some participants were diagnosed with breast cancer and were able to receive treatment immediately. In 2014, the Company made a donation to the Worker's Medical Clinic to provide free breast ultrasound tests for the under-resourced and members of labor unions.

**Ms. Un Sio Leng, Vice President of The Women's General Association of Macau** said, “The Women's Association cares deeply about the physical and mental health of women.

We are committed to providing healthcare services for local women, as well as education on cancer prevention. We hope to raise women's awareness, especially that of working women, on their health conditions. In the past three years, The Women's General Association of Macau has been promoting the prevention of breast cancer in the community as part of the long term strategy for cancer prevention in women. In the coming year, we will establish a Breast Cancer Education Foundation and launch a risk assessment and consulting service for local women. We thank Melco Crown Entertainment for their support and sponsorship on this foundation."

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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



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

("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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