



Melco Crown Entertainment
新濠博亞娛樂

FOR IMMEDIATE RELEASE

Melco Crown Entertainment establishes Learning Academy Alumni Association

Alumni act as role models for the youth of the community

MACAU – Thursday, August 25, 2016: Melco Crown Entertainment Limited (Nasdaq: MPEL) (“Melco Crown Entertainment”, “MCE” or the “Company”), a developer and owner of casino gaming and entertainment resort facilities in Asia, has always seen employees’ development as a priority. Over the years, its in-house Learning Academy has trained thousands of employees. Recently, the Company established the MCE Learning Academy Alumni Association (the “Association”) for the graduates from its high school and diploma programs. It aims to provide graduates a platform to inspire others and contribute to the society.

Ms. Akiko Takahashi, Executive Vice President, Chief Officer of HR/CSR of Melco Crown Entertainment, said, “At Melco Crown Entertainment, we are firm believers of lifelong learning. We believe that the process of learning goes beyond the classroom. The aim of setting up the MCE Learning Academy Alumni Association is to connect our employees and their family members who have received sponsorship or support from MCE to continue learning through a platform of network and CSR activities. All alumni hail from the various academic programs under the Whole Person Development Program – which is part of our seven CSR Pillars – are role models for the youth in the community for lifelong learning.”

The MCE Learning Academy alumni recently launched its first activity with the Macau Deaf Association, where they hosted a tour around Studio City for the members. During the tour the group experienced the Batman Dark Flight, the world’s first flight simulation ride based on the ‘Batman’ intellectual property franchise; They were then invited to the Golden Reel, Asia’s highest figure-8 Ferris wheel. The activity concluded where the alumni learned from the deaf how to create “fotomo”, a framed model of scenery made from photos.

Ms. Patty Kam, Pit Supervisor of Altira Macau, said after the activity, “When I was studying ‘Back to School’ high school diploma, I had to work fulltime at the same time, it was very challenging. During the exchange with the deaf, I learned about the obstacles they face on a daily basis, especially in their study. I feel that we share the same determination in life. This learning experience has made me even more driven to continue my journey in lifelong learning.”

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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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