



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

**FOR IMMEDIATE RELEASE**

## **Melco Crown Entertainment helps employees to explore the Splendors of China**

**MACAU – Wednesday, October 5, 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, held a “Splendors of China” forum for its management employees. It was the first of the series, over 400 employees attended. As Mainland Chinese customers account for the majority of the customer segment, MCE endeavors to educate employees on their importance through the culture, history and modernization of China. The Company believes that excellence in service comes from better appreciation and understanding. It is intended that all employees in Macau will participate in the program through the Company’s in-house Learning Academy.

The “Splendors of China” is part of the MCE’s Whole Person Development Program. It provides a historical perspective about the wonders and growth of China, from its iconic and historic achievements to its modernization and path of becoming the world’s second largest economy. In addition to providing insights about the largest customer segment, the Company also hopes that the seminars will instill cultural pride in its employees. Beside the seminar series, the learning will be enhanced through company discovery tours to major cities.

**Mr. Lawrence Ho, Chairman and CEO of Melco Crown Entertainment** said in his opening remarks at the forum, “Developing our people and investing in their knowledge is a key delivery of our Whole Person Development. With deep roots in Macau, we should always remind ourselves of the richness of Chinese heritage. It is crucial for us to gain insights on the changing attitudes and behaviors of the Chinese consumers, who constitute the majority of visitors to Macau.”

At the “Splendors of China” forum, the keynote speaker, Ms. Maria Helena de Senna Fernandes, Director of Macao Government Tourism Office, introduced various strategies deployed for promoting Macau to the vast population of China, as well as their 2017 marketing tactics within the Mainland. Prof. Wang Di, Head of Department of History of The University of Macau, discussed with the audience the historical background that contributed to the cultural pride of China. Prof. Pierre Lu, Assistant Professor at the Department of Marketing at Fudan University and an international expert of luxury brand management, gave a talk on the trends in luxury consumer behavior in China, with emphasis on the affluent class. The forum was concluded by Prof. Matthew Liu, Associate Professor of Marketing in The University of Macau, on the emerging buying power of the mass consumers in China.

Earlier in September, the Company organized a series of discovery tours to Guangzhou to provide opportunities for its employees to have an up-close experience with their motherland. More than 100 employees explored the Guangzhou Uprising Martyrs Cemetery, the Canton



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Tower, the Guangzhou University Park and other modern day and historical landmarks. On the final day of the tour, our colleagues were invited to one of the university campuses to learn more about a student's life in China. A discovery tour to Beijing is already scheduled to happen in October.

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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](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 ("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.

### For media inquiries, please contact:

#### Melco Crown Entertainment

Ms. Maggie Ma  
Senior Vice President,  
Corporate Communications and Public Relations  
Tel: +852 3151 3767 / +853 8868 3767  
Email: [maggiema@melco-crown.com](mailto:maggiema@melco-crown.com)

Ms. Jessie Kuan  
Senior Manager, Public Relations  
Tel: +853 8868 7556 / +853 6693 8047  
Email: [jessiekuan@melco-crown.com](mailto:jessiekuan@melco-crown.com)