



Melco Crown Entertainment
新濠博亞娛樂

FOR IMMEDIATE RELEASE

Melco Crown Entertainment holds responsible gaming event to reinforce employees' knowledge

MACAU – Monday, September 19, 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. Responsible gaming is one of the Company’s corporate social responsibility focuses. Recently, the Company launched a series of activities across its properties to reinforce employees’ knowledge and raise their awareness of the importance of responsible gaming, including activity booths and a brand new four-frame story composing competition held in early August.

From September 5 to 14, activity booths that challenged employees’ knowledge of responsible gaming were set up in the Heart of Houses across MCE’s properties – City of Dreams, Studio City, Altira Macau, and Mocha Clubs. A total of 6,030 employees participated in the activities and games. This year, to engage employees in the promotion of responsible gaming, MCE launched its first Four-Frame Story Composing Competition, which participants use four photos to form a story that raises awareness of the responsible gaming concept. The competition had received 15 entries, and three shortlisted stories were featured at the game booths for employees to vote for a winner.

Ms. Akiko Takahashi, Executive Vice President and Chief Officer of HR and CSR of Melco Crown Entertainment, said, “Melco Crown Entertainment sees the promotion of responsible gaming as part of the Company’s long term commitment to the Macau society. Our employees are at the forefront to identify problem gambling, which is why we provide each of our employees a full training on responsible gaming as they join the Company. Information on the subject is also communicated to them on a regular basis through our internal TV channel, notice boards and emails. The annual event refreshes and reinforces our employees’ knowledge in responsible gaming. I am very glad to see their enthusiastic participation, as well as the creativity shown in the story composing competition.”

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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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