



Melco Crown Entertainment
新濠博亞娛樂

FOR IMMEDIATE RELEASE

**Melco Crown Entertainment launches
Macau SME Procurement Development Program in collaboration
with Macao Chamber of Commerce**

MACAU – Thursday, May 19, 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, held a press conference today to announce its Macau SME Procurement Development Program in collaboration with Macao Chamber of Commerce (MCC). The program is also supported by the Macao Economics Services (DSE), Macao Trade and Investment Promotion Institute (IPIM) and Macau Productivity and Technology Transfer Centre (CPTTM). MCE’s Macau SME Procurement Development Program aims to provide more business opportunities to local SMEs and help them enhance their professional level and productivity, MCE and local SMEs can work closely together to fulfill the goal of facilitating collaborations between large enterprises and SMEs, which is part of the Macau Government’s Five-Year Plan.

Mr. Ted Chan, Chief Operating Officer of Melco Crown Entertainment said at the press conference, “Melco Crown Entertainment has been developing long-term business relationships with local SMEs since 2003. Through the Macau SME Procurement Development Program, we hope to increase our local purchase amount as well as the number of SMEs partners. We believe that by working hand in hand and sharing our world-class best practices such as Forbes Five-Star, Michelin, and HACCP certification with local SMEs, we can enhance their overall professional level and comprehensive competitiveness, resulting in more business opportunities for both parties.”

Mr. Kou Hoi In, President of Macao Chamber of Commerce said: “Melco Crown Entertainment has committed to fulfilling its corporate social responsibility and giving back to the community. The diverse non-gaming entertainment offerings it has brought to Macau have reinforced the city’s reputation as a leisure destination. We are glad that Macau SME Procurement Development Program would provide support to small and micro enterprises, Macau local brands and youth ventures. We are confident that the business opportunities the Program brings will help them maintain a healthy growth during the adjustment period of the economy.”

“At Melco Crown Entertainment, we are dedicated to supporting local vendors,” said **Ms. Janelle Campbell, Senior Vice President of Finance (Macau) of Melco Crown Entertainment**, “We aspire to grow with the SMEs and micro enterprises in Macau. Hence, our procurement policy states that if the products supplied are identical in terms of price and quality, priority will be given to local SME vendors.”



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MCE's Macau SME Procurement Development Program will kick off with the SME Open Day on June 17, in which business matching sessions will be arranged for SMEs under Food & Beverage and Hotel Operations categories. At the end of June, the first official Vendor Experience Tour will be held for fitting out contractors. The Vendor Experience Tour is an innovative concept by MCE to provide SMEs with a clearer picture of the actual procurement process in their particular category. It is a customized tour at an MCE property to demonstrate the receiving, storage and final usage of the procured products and services. The Vendor Experience Tour is expected to be held regularly for local SMEs.

Under the Macau SME Procurement Development Program, MCE and MCC will also collaborate with CPTTM on two initiatives. First, a link will be set up on the SME platform of CPTTM's website, a centralized webpage with all procurement information for SMEs. The link will connect to MCE's SME registration webpage, which contains all information relevant for interested vendors. Second, a T-shirt design competition will launch today to encourage local design and production. Local talents and micro SMEs can join the competition to design a T-shirt capturing the theme of Studio City. The winning design has a chance to be printed and sold as a Macau souvenir exclusively at Studio City. Manufacturing order of the winning design will also be granted to a young entrepreneur or a micro enterprise.

Guests of Honor attending the press conference included: **Mr. Lau Wai Meng, Representative of the Secretary for Economy and Finance and Deputy Director of Macao Economic Services; Mr. Kou Hoi In, President of Board of Directors; Mr. U Kin Cho, Vice-President of Board of Directors; Mr. Choi Tat Meng, Standing Committee of Directors and Chief of Liaison Department from Macao Chamber of Commerce; Mr. Lawrence Ho, Chairman and Chief Executive Officer; Mr. Ted Chan, Chief Operating Officer; Ms. Akiko Takahashi, Executive Vice President and Chief Human Resources/Corporate Social Responsibility Officer; Mr. Kent Wong, Senior Advisor; Ms. Janelle Campbell, Senior Vice President of Finance (Macau); Mr. Frank Alessio, Vice President of Supply Chain from Melco Crown Entertainment; Mr. Shuen Ka Hung, Director-General of Macau Productivity and Technology Transfer Center; Mr. Agostinho Vong, Senior Manager of Investor Service Department of Macao Trade and Investment Promotion Institute.**

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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



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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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