



Melco Crown Entertainment
新濠博亞娛樂

FOR IMMEDIATE RELEASE

Melco Crown Entertainment held its first Young Entrepreneur Open Day to increase purchase from local SMEs

MACAU – Monday, December 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, organized its first ever Young Entrepreneur Open Day today to provide more business opportunities to the local SMEs. It is also an initiative to fulfil the Company’s commitment to expand the value of purchase from young entrepreneurs. The Open Day was held in collaboration with Junior Chamber International Macao, China, with the support of its three local chapters, Pan Mac Junior Chamber, Hou Kong Junior Chamber and Macau Junior Chamber of Commerce Senior Member Association.

The Young Entrepreneur Open Day is one of the key activities under the framework of MCE’s Macau SME Procurement Development Program, which is co-organized with Macao Chamber of Commerce (MCC) and supported by the Macao Economics Services (DSE), Macao Trade and Investment Promotion Institute (IPIM) and Macau Productivity and Technology Transfer Centre (CPTTM). Over 100 young entrepreneurs participated in the Open Day activities, including vendor experience tours and business matching sessions. In order to help young entrepreneurs increase their competitiveness and their chance to be awarded MCE’s business contracts, the Company highlighted upcoming tenders with opportunities for young entrepreneurs at the Open Day. MCE’s supply chain team also accepted applications from the participants on site, all of which were approved as vendors.

Ms. Janelle Campbell, Senior Vice President of Finance (Macau) of Melco Crown Entertainment said, “It is the common goal of the Macau SAR Government, Macau Chamber of Commerce and MCE to provide more support to local SMEs, especially micro enterprises, young entrepreneurs and ‘Made-in-Macau’ enterprises. We pledged to increase the number of vendors and amount of purchases with these three categories in the coming years. To achieve this growth year on year, we believe offering practical channels like this Open Day to young entrepreneurs will provide significant further progress.”

Mr. Grant Lou, National President of JCI Macao, China said at the Open Day, “It is the philosophy of JCI to train young leaders in the community through different kinds of programs. This Open Day is a very good platform for local young entrepreneurs to learn more about doing businesses with large enterprises, which can enhance their competitiveness and promote their businesses.”

One of the young entrepreneurs, **James Sun from Best Concepts Planning Limited**, said, “The vendor experience tour allowed me to learn more about MCE’s scope of procurement, which is far beyond my imagination. At the business matching session, I was approved as a



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vendor, allowing me to bid on MCE-related projects in the near future. The whole process of supplying my product/services to a large gaming operator like MCE is much easier than I thought. I look forward to starting a business relationship with them.”

Guests of Honor attending the Young Entrepreneur Open Day included: **Mr. Lau Wai Meng, Acting Director of Macao Economics Services; Mr. Chui Yuk Lam, Vice-President of Board of Directors of Macao Chamber of Commerce; Ms. Teresa Mok, Deputy Director-General of CPTTM; Mr. Agostinho Vong, Senior Manager of Investor Service Department of Macao Trade and Investment Promotion Institute; Ms. Janelle Campbell, Senior Vice President of Finance (Macau), Mr. Frank Alessio, Vice President of Supply Chain and Mr. Jeffrey Leong, Director of Creative and Design of Melco Crown Entertainment; Mr. Grant Lou, National President and Mr. Richard Kuan, NOM Advisor of JCI Macao, China; Ms. Daphne Chan, President of Pan Mac Junior Chamber; Mr. Jethro Pun, President of Hong Kong Junior Chamber and Mr. John Iu, Chairman of Macau JC Senior Member Association.**

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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), 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.



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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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