



Melco Crown Entertainment
新濠博亞娛樂

FOR IMMEDIATE RELEASE

Melco Crown Entertainment Inspires Local Design Students with Special Behind-the-Scenes Tour at Studio City

MACAU – Monday, April 11, 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. The Company is a keen supporter of promoting the creative and entertainment industries and is committed to the long term development of local talents in this area. Recently, the Company offered a behind-the-scenes tour at Studio City to the students from the School of Arts of Macau Polytechnic Institute.

In support to Macau’s development into a World Center of Tourism and Leisure, the Company launched Studio City, deemed as Asia’s Entertainment Capital, last year, bringing another series of unique world-class attractions to Macau. As the leader and key player in the creative industries in Macau, Melco Crown Entertainment is proud to showcase these attractions to the local community, aiming to inspire local talents with the variety of career opportunities in the creative industries they offer.

The delegation of 26 lecturers and design major students, led by Mr. Patrick Lei, Programme Coordinator of the School of Arts of Macau Polytechnic Institute, started their journey at the 5,000-seat Studio City Event Center, where Madonna’s Rebel Heart Tour and other international concerts took place. At The House of Magic, the only permanent magic theater in Asia, they unlocked the secrets of the magic show at the backstage. In addition, the delegation were briefed on the design, construction and operation of the Batman Dark Flight, the world’s first flight simulation ride based on the “Batman” intellectual property franchise. The tour concluded at the Golden Reel, world’s highest figure-8 Ferris wheel.

Ms. Akiko Takahashi, Melco Crown Entertainment’s Executive Vice President and Chief Human Resources/Corporate Social Responsibility Officer, said, “Melco Crown Entertainment fully supports the Macau Government’s vision in diversifying the economy. We believe that introducing fascinating careers in the entertainment production provides the



Melco Crown Entertainment
新濠博亞娛樂

people of Macau with a vision for future career choices. Through our world-class non-gaming offerings, we offer a great variety of unique career opportunities in entertainment production for local talents. MCE will continue to work closely with institutions such as the Macau Polytechnic Institute to develop local talents in the design and creative industries. In doing so we hope to build a solid foundation for the City's long term development.”

###

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
新濠博亞娛樂

Melco Crown Entertainment has strong support from both of its major shareholders, Melco International Development Limited (“**Melco**”) and 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 Co-Chairman, an Executive Director and the Chief Executive Officer of Melco Crown Entertainment. Crown is a top-50 company listed on the Australian Securities Exchange and led by Mr. James Packer, who is also Co-Chairman and a Non-executive Director of Melco Crown Entertainment.

For media inquiries, please contact:

Melco Crown Entertainment

Ms. Maggie Ma

Head of Corporate Communications

Tel: +852 3151 3767 / +853 8868 3767

Email: maggiema@melco-crown.com

Ms. Jessie Kuan

Senior Manager, Public Relations

Tel: +853 8868 7556 / +853 6693 8047

Email: jessiekuan@melco-crown.com