



Melco Crown Entertainment  
新濠博亞娛樂

FOR IMMEDIATE RELEASE

## Melco Crown Entertainment Reinforces Responsible Gaming Culture in the Company

*9,600 MCE employees were in quest of responsible gaming knowledge*

**MACAU – Tuesday, September 1, 2015:** 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. To reinforce and promote responsible gaming, MCE launched a company-wide online quiz and set up game booths in its Heart of House employee facilities to strengthen the knowledge of responsible gaming of its employees. A total of 9,600 Melco Crown Entertainment employees participated in the quiz.

The guests of honor who attended the final stage of the quiz and presented the top prizes include **Ms. Serene Chan, Head of Research and Investigation Department of Gaming Inspection and Coordination Bureau; Ms. Bonnie Wu, Coordinator of The Resilience Centre–Problem Gambling Counselling Service of Social Welfare Bureau; Dr. Davis Fong, Director of Institute for the Study of Commercial Gaming of University of Macau; Mr. Austin Vong, President of the Macau Juvenile Volunteer Association, and Mr. Lee Kwok Hoo, Service Director of Sheng Kung Hui Macau Social Services Coordination Office.**

**Ms. Serene Chan Ioc Sut, Head of Research and Investigation Department of Gaming Inspection and Coordination Bureau** said, “I am glad to see that Melco Crown Entertainment has launched such a meaningful activity. The event has drawn much attention from the majority of their employees. The promotion of responsible gaming is a long term commitment for the Macau society. Gaming practitioners are at the forefront to identify problem gaming and we are very supportive to gaming operators on strengthening their employees’ knowledge in responsible gaming.”

The champion of the quiz, **Mr. Chao Lai Wa, a dealer of City of Dreams** said, “I first encountered responsible gaming on my first day of work here and a full training on responsible gaming was part of the orientation. Later, I gained more knowledge through watching the Company’s internal TV channel during my meal breaks or my wait for staff shuttle, and at times, through various responsible gaming activities held in the company also. As a gaming industry practitioner, I believe responsible gaming is an important aspect for the long-term sustainable development of the leading industry in Macau. We should do our best to help our customers to play responsibly.”

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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. Melco Crown Entertainment Limited (the “Company” or “Melco Crown Entertainment”) 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 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 is also developing the planned 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 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.



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