



FOR IMMEDIATE RELEASE

Over 130 Melco Crown Entertainment Volunteers Joined 'MCE Cares- Special Olympics Track and Field Challenge Day'

A Fun Day to Promote Social Integration of the Disabled

MACAU – Sunday, October 9, 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 committed to making a difference in the community and supporting local charitable organizations. Following the success of the first "MCE Cares - Special Olympics Sports Fun Day", co-organized with the Macau Special Olympics, in 2015, the Company launched the "MCE Cares - Special Olympics Track and Field Challenge Day" today to encourage people of all abilities to compete at their optimal level. Over 130 MCE Volunteers joined the 120 Special Olympics athletes for sports competition and unified sports tournaments.

"MCE Cares - Special Olympics Sports Fun Day" was held today at the Taipa Stadium. First half of the day featured sports competitions including 100m and long jump for Special Olympics athletes and MCE volunteers. For the second half of the day, parent-child and unified sports tournaments were held to promote parent-child relationship and friendship. Guests of honor included representatives from Sports Bureau, Macau Education and Youth Affairs Bureau and Social Welfare Bureau.

Mr. Hetzer Siu, National Director of Macau Special Olympics, said, "It is our belief that through sports, special athletes are seeing themselves for their abilities, not disabilities. It also helps them gain confidence. Their world is opened with acceptance, something we hope to inspire the community of. Melco Crown Entertainment has been a keen supporter of the Macau Special Olympics. The active participation of the MCE volunteers in the Sports Challenge Day has reinforced our belief - that sports unify people of all ages, races and abilities. We wish to thank Melco Crown Entertainment and the volunteers for the continuous support."

Mr. Pun Weng Kun, President of Sports Bureau of the Macao SAR Government said, "We are glad to support this meaningful event that brings together Special Olympics athletes and volunteers. We appreciate the efforts of Melco Crown Entertainment. We believe it will encourage the disabled to actively participate in social activities which helps build a harmonious and healthy society."

One of the MCE Volunteers, **Kevin Ip, Assistant Front Operations Manager of Crown Towers** said, "This is not my first time volunteering, but it is a new experience for me. This Sports Day has made me realize that even though the special athletes have challenges in their lives, there are many ways they are as strong as we are. It is so rewarding to see the special athletes having such a great time with us."

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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.



Special Olympics

澳門特殊奧運會
Macau



Melco Crown Entertainment
新濠博亞娛樂

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