



Melco Crown Entertainment
新濠博亞娛樂

FOR IMMEDIATE RELEASE

Melco Crown Entertainment Volunteers Spread Love in Guizhou Rural School

MACAU – Thursday, January 19, 2017: 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, is a corporate social responsible citizen that continuously gives back to the Macau society and cares about our motherland. The “MCE Charity Bike Ride”, an initiative organized by a group of MCE Volunteers, has raised a total of RMB400,000. It was donated to the building of the “Melco Crown - Macau Red Cross Bo-Ai Primary School” in Shiqian, Guizhou. A group of 20 MCE Volunteers went on a mission of love to visit the school, distribute stationary items and witness the completion of the school last week.

The “MCE Charity Bike Ride” Team was formed by a group of MCE Volunteers in 2009 to raise fund to provide immediate relief and assistance to the needy including victims of the Sichuan earthquake and poor students in Hainan. In 2012, the “MCE Charity Bike Ride” embarked on a 300km cycling journey around the Hainan province for the cause of improving the learning conditions for primary students in the rural mountainous areas of the Guizhou province. A total of RMB400,000 was raised for the building of the “Melco Crown - Macau Red Cross Bo-Ai Primary School”, benefiting more than 200 students and around 14 teaching staff.

The origin of “Melco Crown - Macau Red Cross Bo-Ai Primary School” was the “Yonghe Primary School” built in 1964. Due to the long term disrepair, the school was declared dilapidated and could no longer be used for the safety of the students. Under the support of local government, the “MCE Charity Bike Ride”, the Macau Red Cross, and the Guizhou Red Cross collaborated on the construction of the “Melco Crown - Macau Red Cross Bo-Ai Primary School” in 2013.

Quin Va, President of the Directive Council of Macau Red Cross, said “MCE Volunteer Team is the first volunteer team in Macau to donate a school in China via Macau Red Cross. It took three years for the construction of the school to complete. At first, we found a few potential sites but they were all deemed unsuitable after geological exploration. The construction was also disrupted by a flood in the previous site, which forced us to rebuild the school in the current site. This is an example of the difficulty we face in building a school in the rural mountainous area of Guizhou. I would like to thank the MCE Volunteer Team for travelling such a long and rough journey to cheer the students.”



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One of the MCE Volunteers, **Ken leong, Operations Manager, Table Games of City of Dreams** said, “It took us more than five hours of driving on bumpy mountain roads to reach the school, but when we learned that some children has to walk 2-3 hours to school every day, our tiredness was nothing compared to their perseverance. Some young children have thick calluses on their hands from their hard lives, some also have barely enough clothes to wear under the cold weather, and it saddened me. I am very glad to see the children’s excitement and contentment towards the new learning environment and school facilities, and that they were thrilled when we presented them with the school bags and stationary items. I hope that I will have the opportunity to come back with my family, especially with my children, so that they understand how fortunate we are and will continue to spread love to those in need.”

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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, a company listed 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.

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