



Melco Crown Entertainment  
新濠博亞娛樂

FOR IMMEDIATE RELEASE

**Melco Crown Entertainment Announces another Whole Person  
Development Initiative  
Developing Macau's first in-house Bachelor's Degree for  
Employees with Edinburgh Napier University**

**MACAU – Friday, September 18, 2015:** 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, today announced the development of the MCE YOU-niversity, a pioneering approach that adds to the Melco Crown Entertainment’s Whole Person Development program for employees who have yet to achieve a university degree.

The first bachelor’s degree program, Bachelor of Arts in International Business Practice offered by Edinburgh Napier University as part of MCE YOU-niversity, will be launched in 2016 with possible support from a local Macau educational institute to help co-teach the program. To help prepare the participants for the program, workshops will also be organized.

At a ceremony held at City of Dreams today, **Mr. Lawrence Ho, Co-chairman and Chief Executive Officer of Melco Crown Entertainment, and Prof. Andrea Nolan, Principal and Vice Chancellor of Edinburgh Napier University**, officiated the announcement ceremony of MCE YOU-niversity.

**Mr. Lawrence Ho** said, “At Melco Crown Entertainment, one of our core values is life-long learning and whole person development. MCE YOU-niversity is an important component of our Whole Person Development program, which encourages learning through theory, advanced thinking enabled by a higher level of education, in addition to knowledge gained from practical experience. It is both theory and experience which create profound knowledge.

“I wish to express my heartfelt thanks to Edinburgh Napier University for their support. I am confident that this groundbreaking in-house bachelor’s degree program will be a great success. I am also very proud of the 15 colleagues who have expressed interests in the Program. Striking a balance between a full-time job, studying and family commitments is very challenging. I wish them all the success, and hope that it would inspire other colleagues to do the same.”

**Prof. Andrea Nolan** said, “I am delighted to have had the opportunity to work with Melco Crown Entertainment in developing this program. As an educator I believe that life-long



**Melco Crown Entertainment**  
**新濠博亞娛樂**

learning is essential for one's personal and professional development. It allows us to gain new perspectives and have a deeper understanding of the environment around us. I am very pleased to work with an organization that is focused on developing its staff.”

The bachelor's program will comprise of six modules: International Marketing, Introduction to Accounting, Casino Management, International Business, Strategic Management in Global Context and Service Management. The program accepts credits for leadership and managerial experience. Upon qualification, employees of Melco Crown Entertainment can enter the program at the third year, so they will achieve their degree in two years.

###

#### **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,



**Melco Crown Entertainment**  
**新濠博亞娛樂**

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.

**For media inquiries, please contact:**

**Melco Crown Entertainment**

Ms. Maggie Ma  
Senior Vice President  
Corporate Communications & PR  
Tel: +852 3151 3767 / +853 8868 3767  
Email: [maggiema@melco-crown.com](mailto:maggiema@melco-crown.com)

Ms. Jessie Kuan  
Senior Manager  
Public Relations  
Tel: +853 8868 7556 / +853 6693 8047  
Email: [jessiekuan@melco-crown.com](mailto:jessiekuan@melco-crown.com)