



## FOR IMMEDIATE RELEASE

### **Melco 'Dinosaur Hunt' marketing campaign wins PATA Gold Award 2018**

Company achieves prestigious marketing award in hospitality for second year running

**Macau, Friday, July 20, 2018** – Melco Resorts & Entertainment Limited (Nasdaq: MLCO) has been named a winner of the Pacific Asia Travel Association (PATA) 2018 Gold Award's Marketing Hospitality category for its 'Dinosaur Hunt' campaign at Melco's integrated resort Studio City. Melco was selected as the Gold Award winner 2018 among 200 entries from 87 organizations and wins this prestigious award for the second year in a row, following a PATA Gold Award in 2017 for the Company's collaboration with Hunan TV for the reality show 'Up Idol II'.

Supported by the Macao Government Tourism Office (MGTO) since 1995, the PATA Gold Award recognizes outstanding organizations and individuals in the tourism industry, acknowledging the very best that the Asia Pacific's travel industry has to offer. The winners were selected by an independent judging committee consisting of senior executives from the travel, tourism and hospitality sectors.

'Dinosaur Hunt' is an exhibition that ran from January to May 2018 and designed to heighten entertainment offerings at Studio City, where 24 life-sized and startlingly realistic dinosaur recreations and state-of-the-art Augmented Reality (AR) and Virtual Reality (VR) installations ushered guests into an interactive and immersive prehistoric world experience. The 'Dinosaur Hunt' featured a multi-platform marketing strategy consisting of eye-catching and realistic 3D dinosaur displays at Hong Kong MTR subway stations and the Macao International Airport alongside print media collaterals, videos and a digital and social media campaign replicating authentic news reports warning the public of dinosaurs on the loose. The campaign reached audiences from Macau, Mainland China, Hong Kong and around the world with a total of 410 million in readership.

**Mr. Frederic Winckler, Melco's Executive Vice President, Chief Marketing and Brand Officer,** said, "We are thrilled to receive this award from PATA for the second year in a row. From the ideation stage to the implementation of this dinosaur-themed marketing campaign, we aimed to really push the envelope on innovative entertainment offerings in the region to support an exhibition that attracted 3.5 million visitors around the world to Studio City in just 6 months. We thank PATA for this recognition and the MGTO for their continuous support. We are grateful for the dedication

and hard work of our marketing teams and Studio City colleagues, and to all our partners and colleagues who made this campaign so magical and memorable for our patrons and guests.”



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The 'Dinosaur Hunt' exhibition featured realistic dinosaur recreations, offering guests an interactive and immersive prehistoric world experience.

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## **About Melco Resorts & Entertainment Limited**

The Company, with its American depositary shares listed on the NASDAQ Global Select Market (NASDAQ: MLCO), is a developer, owner and operator of casino gaming and entertainment casino resort facilities in Asia. The Company 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. Its 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 also majority owns and operates 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, a Philippine subsidiary of the Company 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 the Company, please visit [www.melco-resorts.com](http://www.melco-resorts.com).

The Company 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 the Company.

### **For media enquiries, please contact:**

Chimmy Leung

Executive Director, Corporate Communications

Tel: +852 3151 3765

Email: [chimmyleung@melco-resorts.com](mailto:chimmyleung@melco-resorts.com)