



Melco Crown Entertainment
新濠博亞娛樂

FOR IMMEDIATE RELEASE

Melco Crown Entertainment launches its first Local SME Open Day providing business opportunities to over 300 local SMEs

MACAU – Friday, June 17, 2016: Melco Crown Entertainment Limited (Nasdaq: MPEL) (“Melco Crown Entertainment”, “MCE” or the “Company”), a developer, owner and operator of casino gaming and entertainment casino resort facilities in Asia, held its first SME Open Day today. Over 300 SMEs under Food & Beverage, Hotel Operations and Marketing categories have been invited to the Open Day and participate in the business matching sessions to introduce their products and services to the MCE Supply Chain team directly.

Officiating guests of the MCE Local SME Open Day included **Mr. Tai Kin Ip, Representative of the Secretary for Economy and Finance and Director of Macao Economic Services; Mr. Chui Yuk Lam, Vice-President of Board of Directors from Macao Chamber of Commerce; Mr. Ted Chan, Chief Operating Officer; Mr. Kent Wong, Senior Advisor; Mr. Frank Alessio, Vice President of Supply Chain from Melco Crown Entertainment; Ms. Teresa Mok, Deputy Director-General of Macau Productivity and Technology Transfer Center; Mr. Agostinho Vong, Senior Manager of Investor Service Department of Macao Trade and Investment Promotion Institute.**

Mr. Tai Kin Ip, Representative of the Secretary for Economy and Finance and Director of Macao Economic Services said in his speech, “The Macau SAR Government is glad to see the collaborations between the Macao Chamber of Commerce and local integrated resorts. Through the Macau SME Procurement Development Program, large corporations can lead and guide the small and micro enterprises, and help bring them business opportunities. The Program also helps boost the synergy between small, medium, micro enterprises and integrated tourism and leisure corporations.”

Mr. Ted Chan, Chief Operating Officer of Melco Crown Entertainment said “Melco Crown Entertainment’s procurement policy has always been giving priority to local SMEs. We will continue to organize Open Days and Vendor Experience Tours for other categories to fulfill our goal of increasing the number of our SME vendors.”

Mr. Chui Yuk Lam, Vice-President of Macao Chamber of Commerce said “Melco Crown Entertainment’s procurement policy states that when quality, pricing and other conditions are equal, priority is to be given to local SMEs. Such policy not only increases the chance for micro enterprises to win the bids, but also contributes to diversification of the Macau economy, promotes locally manufactured products, and encourages young entrepreneurs. ”



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“MCE is the only gaming operator in Macau to receive HACCP Food Safety accreditation. We plan to issue certificates to our F&B vendors who are in compliance with our international standards. We believe this will help them improve product and service quality and build up their credibility, which would help bring them new business opportunities.” said **Ms. Janelle Campbell, Senior Vice President of Finance (Macau) of Melco Crown Entertainment.**

The Open Day marked another milestone on the collaboration between MCE and local SMEs in support of the Macau Government's Five-Year Plan. It is the first initiative of the Company's Macau SME Procurement Development Program, which is in collaboration with the Macao Chamber of Commerce (MCC). The Program is also supported by the Macao Economics Services (DSE), Macao Trade and Investment Promotion Institute (IPIM) and Macau Productivity and Technology Transfer Centre (CPTTM). A series of Open Days and Vendor Experience Tours will be offered from June onwards, including an Open Day exclusively for young entrepreneurs to offer special support, guidance and advice to this group.

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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.



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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.

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