

FOR IMMEDIATE RELEASE

**THE 'MAGIC' OF WORLD-CLASS ENTERTAINMENT
REVEALED AT STUDIO CITY ROADSHOW**

Guangzhou Showcase Sets the Scene for October Grand Launch

GUANGZHOU, Wednesday, September 2, 2015 – As the countdown to the spectacular launch of Studio City on October 27 continues, Studio City International Holdings Limited, a company in which Melco Crown Entertainment Limited (NASDAQ: MPEL) (“Melco Crown Entertainment” or the “Company”) owns a 60% interest, today unveiled a special four-day public showcase of this Hollywood-inspired destination resort’s thrilling entertainment offerings at the Taikoo Hui retail complex in Tianhe District, Guangzhou.

Envisioned by Mr. Lawrence Ho, the US\$3.2 billion Studio City is a stunning, cinematically-themed, entertainment and leisure destination in Macau that is set to become Asia’s Entertainment Capital, taking Macau’s entertainment destination proposition to unprecedented new levels.

The third date in a highly-successful China-wide roadshow featured a special personal appearance by world-acclaimed illusionist Franz Harary; the designer, curator and host of the world’s first multi-theater, immersive visitor magic experience ‘*The House of Magic*’.

The mystical, three-theater complex will thrill visitors with a theatrical extravaganza of astounding live magic, and features a stellar and rotating line-up of talented guest magicians from around the world, along with Franz’s own spectacular ‘Mega-Magic’ show.

“‘*The House of Magic*’ is the realization of my life-long dream of creating a true home to magic here in Asia,” **explained Franz Harary**. “It is destined to be the ultimate showcase of world-class magic and will surely become the Mecca for magic and magicians around the world.”

‘*The House of Magic*’ represents just one of a stunning array of world-class entertainment centerpieces to be experienced at Studio City. Other non-gaming entertainment offerings include the world’s highest figure-8 Ferris wheel, ‘*Golden Reel*’; an action-packed 4D flight simulation ride, ‘*Batman Dark Flight*’; a 4,000-square-meter family entertainment center, ‘*Warner Bros. Fun Zone*’, featuring world-renowned characters from Warner Bros.’ DC Comics, Hanna-Barbera Productions and Looney Tunes entertainment franchises; Macau’s first-ever Ibiza-style nightclub, ‘*Pacha Macau*’; and a 5,000-seat multi-purpose entertainment center, ‘*Studio City Event Center*’, hosting exciting live concerts, theatrical and top sports offerings in addition to award shows and other special showcase events.

Special Studio City Promotional Packages

The Guangzhou Studio City Roadshow event, running from Wednesday, September 2 to Saturday, September 5, also heralds the launch of a series of special visitor packages, in anticipation of Studio City's eagerly-awaited Grand Opening on October 27, 2015.

Visitors can inquire about their stay at the 1,600-room Studio City Hotel and entertainment offerings at the roadshow and book on its official website: www.studiocity-macau.com or by calling toll free number 400-120-3228.

The Guangzhou Roadshow Showcase is supported by collaborating travel agent partners, China International Travel Service Guangdong Co. Ltd., Guangdong Nanhu International Travel Service Co. Ltd. and GZL International Travel Service Ltd..

"We are delighted to work with our agency partners to offer visitors from China a first opportunity to enjoy for themselves the thrilling Studio City entertainment experience," said **Mr. JD Clayton, Property President of Studio City.**

"Our teams are all working hard on final preparations to ensure a glamorous Hollywood-welcome to all of our leisure destination visitors across China, regionally and internationally. The Studio City Grand Opening will usher in a cinematic-inspired world of the very best and most uniquely exciting visitor experiences, providing a much-anticipated addition to Macau's world-class travel and tourism appeal."

Studio City is located on Cotai, Macau, close to the Lotus Bridge immigration point, which connects with Hengqin Island and is a future station-point for the Macau Light Rapid Transit.

Studio City – This is Entertainment.

For further information on Studio City, please visit: www.studiocity-macau.com, follow us on Sina Weibo at www.weibo.com/studiocity and like us on Facebook at <http://www.facebook.com/studiocitymacau>

For our latest press releases, visuals and multimedia, please visit: www.studiocitymacaumedia.com

Safe Harbor Statement

This 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”, “design”, “on track”, “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 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), 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 is also developing the planned 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 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 Stock Exchange 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.

About Studio City

Studio City, when it opens, is set to take Macau’s entertainment destination proposition to unprecedented new levels, by providing a ‘next generation’ of outstanding entertainment-driven leisure destination experiences that will help the territory’s evolution into a truly international tourism center.

The Hollywood-themed studio-concept resort is a thrilling new cinematic inspired entertainment and leisure destination and is designed to be the most diversified entertainment offering in Macau. Ideally located on Cotai, close to the Lotus Bridge immigration point connecting Hengqin Island and a future station-point for the Macau Light Rapid Transit, Studio City will deliver more world-class entertainment amenities than any integrated resort in the market.

Studio City’s stunning Art Deco facade includes the “Golden Reel”, the world’s highest figure-8 Ferris wheel which straddles the resort’s two-tower hotel at a height of some 130 meters.



The integrated resort will provide the ultimate in sophisticated leisure entertainment, hotel, retail, dining and lifestyle experiences.

The resort's innovative entertainment offerings include "Studio City Event Center", a 5,000-seat multi-purpose entertainment center designed to host live concerts, theatrical and sporting events; and "Studio 8", a 300-seat live-audience TV broadcast studio for reality and game-show productions distributed in the Asia region. The entertainment experiences also include a magic theater "The House of Magic" and a Warner Bros. Batman-themed 4D flight simulation "Batman Dark Flight", a 4,000-square-meter family entertainment center "Warner Bros. Fun Zone" for kids filled with Warner Bros.' and DC Comics' franchise characters and play-rides, together with "Pacha Macau" which will bring Ibiza-style nightlife to Macau.

Studio City is destined to deliver an unparalleled leisure entertainment and hospitality experience, strengthening the depth and diversity of Macau's leisure, business and tourism proposition as a leading visitor destination in Asia.

For further information on Studio City visit: www.studiocity-macau.com and follow us on Sina Weibo at www.weibo.com/studiocity.

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Studio City Visitor Packages

Relax like a star in our luxurious Premier King Room at the Star Tower! Visit the Golden Reel, the world's highest 'figure-8' Ferris wheel, and enjoy total relaxation as you drift down the meandering RiverScape on the pool deck. This special rate is available from HK\$1,988.

Applicable for stays from November 1, 2015 to March 31, 2016, the package includes:

- One night accommodation in a Premier King Room at Star Tower
- Golden Reel tickets for 2
- Access to the Outdoor Pool and the meandering RiverScape*
- Access to the Gym at Star Tower
- Complimentary Wi-Fi access

**RiverScape is closed during winter*

Our “Experience It All Entertainment Pass” is also available to offer you a truly spectacular experience: enjoy spectacular views of the city from the iconic Golden Reel, embark on an epic adventure with the legendary super hero at the 4D flight simulation Batman Dark Flight and enter the incredible world of mind bending magic at The House of Magic for only HK\$550 per person.

“Experience It All Entertainment Pass” includes:

- Golden Reel ticket
- Batman Dark Flight ticket
- The House of Magic ticket