

**FOR IMMEDIATE RELEASE**

## **CELEBRATE WITH A 'STAR EXPERIENCE' AT STUDIO CITY**

### ***Special Studio City 'Pre-Opening' Visitor Offer***

**MACAU, Tuesday, October 6, 2015** – Be one of the first to experience the thrilling entertainment offerings at Asia's Entertainment Capital, the Hollywood-inspired Studio City, with a special pre-opening 'Star Experience' promotion package for visitors that was launched today.

Envisioned by Mr. Lawrence Ho, Co-Chairman and Chief Executive Officer of Melco Crown Entertainment, the US\$3.2 billion Studio City is a stunning, cinematically-themed, entertainment and leisure destination in Macau that is set to take its international tourism appeal and entertainment destination proposition to unprecedented new levels.

Studio City is a 'next-generation' leisure and entertainment destination that has no equal in Macau. World-class brand entertainment offerings, combined with an exciting array of regional and international dining experiences, designer brand shopping, together with premier hotel facilities and exceptional 'movie-star' service truly enables you to 'Live like a Star'.

### **Your Studio City Experience Starts Now!**

As part of the Grand Opening countdown celebrations, visitors can now take advantage of a special exclusive pre-opening offer - available only until the spectacular launch of Studio City on October 27.

Available from today, the special celebratory deal offers a 'Star Experience' for two with an overnight stay in a Premier King room in the Star Tower at the art-deco inspired Studio City Hotel, together with tickets for two to ride the world's first figure-of-eight ferris wheel – the iconic 'Golden Reel'.

The special Studio City 'Star Experience' includes two tickets to the Batman Dark Flight Adventure. Take a thrilling flight through Gotham City at Studio City's 'Batman Dark Flight', the world's first ever Batman 4D flight simulation.

The 'Star Experience Package', starting from just HKD\$1,698, also includes complimentary buffet breakfast, exclusive access to the Studio City Hotel indoor heated pool and 30% off relaxing spa and exquisite international dining experiences.

Visitors can now take advantage of the pre-opening special package and must book within the offer period by October 26 - for any stay between 28 October 2015 to 31 March 2016 - at the Studio City official website: [www.studiocity-macau.com](http://www.studiocity-macau.com) or by calling +853-8865-6868, China Toll Free 4001 203 228 and Hong Kong Toll Free 800 906 988.

## Unrivalled World-Class Entertainment Experiences

The new Studio City integrated resort delivers non-stop entertainment including an action-packed “flying theater” motion ride, Batman Dark Flight; a 40,000-square-foot family entertainment center, Warner Bros. Fun Zone, featuring world-renowned characters from Warner Bros.’ DC Comics, Hanna-Barbera Productions and Looney-Tunes entertainment franchises; The House of Magic, featuring an incredible live magical experience showcasing the world's greatest magicians; Pacha Macau, bringing Ibiza-style nightlife to Macau for the very first time; and a 5,000-seat multi-purpose entertainment center, Studio City Event Center, hosting exciting live concerts, theatrical and top sporting events in addition to award shows and other special showcase events.

“Studio City offers a wide range of spectacularly unique visitor experiences inspired by Hollywood-style glamour,” **said Mr. JD Clayton, Property President of Studio City.** “We aim to thrill visitors with the largest range of world-class entertainment offerings ever assembled under one roof in Macau.”

Studio City is located on Cotai, Macau, close to the Lotus Bridge immigration point which connects with Hengqin Island, and a future station-point for the Macau Light Rapid Transit. This Hollywood-themed studio-concept resort is set to become Asia’s Entertainment Capital.

Studio City – This is Entertainment.

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

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## 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](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, 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 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](http://www.studiocity-macau.com) and follow us on Sina Weibo at [www.weibo.com/studiocity](http://www.weibo.com/studiocity).

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## Studio City 'Star Experience' Package For Two

**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 experience an epic super-hero adventure on the 4D flight simulation Batman Dark Flight. This special, celebratory, 'pre-opening' rate is available from MOP\$1,698.**

Applicable for stays from October 28, 2015 to March 31, 2016, the package includes:

- One night accommodation in a Premier King Room at Star Tower
- Buffet Breakfast for two at Spotlight
- Golden Reel tickets for 2
- Batman Dark Flight tickets for 2
- Access to the Indoor Pool, Outdoor Pool and the meandering RiverScape\*
- Access to the Gym at Star Tower
- Complimentary Wi-Fi access

*\*RiverScape is closed during winter*