



For Immediate Release

A Summer Filled with Good Luck at Studio City

“Fortune at Studio City” sets to give away a total of \$88,888,888 in prizes and daily chances to win cash

Macau – Thursday, April 28, 2016 – Since its opening, Studio City has quickly established itself as Asia's entertainment capital, featuring a host of “world’s first” entertainment attractions, exceptional gourmet dining experiences and a high-energy retail environment. Its spectacular figure-8 Ferris wheel – Golden Reel – has already become a new iconic landmark in Macau. This summer, its newly launched “**Fortune at Studio City**” campaign is set to **give away a total of over HK\$88,888,888 in prizes**. With the “**Fortune in Your Hand**” instant winning games, all visitors will get a series of prizes opportunities and a chance to win the **daily grand prize of HK\$88,888 in cash**. For guests from afar, the “**Scratch and Win at Studio City**” online game is accessible via computers or mobile devices to win prizes.

From now till July 24, 2016, every visitor at Studio City is a guaranteed winner with a complimentary “Tear-Off Card”. Its easy-to-follow instructions unveil a series of “**Fortune in Your Hand**” **instant rewards**. The rewards include:

- Lucky Snacks at Cosmos Food Station for only MOP8
- Lucky Afternoon Tea at Cosmos Food Station for only MOP18
- Lucky Set Meal at Spice Road and Mian for only MOP38
- Free Drink(s) upon food purchase at Spice Road or Cosmos Food Station
- Food and beverage discount offer in selected restaurants at Studio City
- Pacha Macau free entry with one complimentary drink
- Pierre Hermé 7-piece macaron gift set when spending MOP500 or above at Shanghai Magic, Pearl Dragon, Trattoria Il Mulino or Premiere Bar
- 20% off for tickets to The House of Magic, Warner Bros. Fun Zone, Batman Dark Flight, or Golden Reel.



On top of the “Fortune in Your Hand” rewards, Studio City has even more surprises in place! Sign up as a Studio City member to join our Free Lucky Draw that takes place daily from 10am to 9pm at Studio City’s Times Square Macau. The total of over HK\$88,888,888 in prizes includes many F&B offers, attraction tickets, and much more. Visitors can even win our **daily grand prize of HK\$88,888 in cash!**

Good fortune doesn’t stop on location at Studio City. Starting May 4, 2016, visitors from around the world are also encouraged to play our **“Scratch and Win at Studio City”** online game by visiting Studio City’s official Facebook page, Sina Weibo or WeChat official account. Visit <http://fortuneinyourhand.mcepromotion.com/en> and try your luck!

Studio City is designed to be the most diversified entertainment offering in Macau. On top of the impressive “world’s first” attractions, such as Golden Reel, The House of Magic, Batman Dark Flight and Warner Bros. Fun Zone, there are many unique entertainment experiences that are free of charge, including the floating “Magic Orb”, the amazing hologram multi-media experience at Times Square Macau and the complimentary magic performance when you dine at Shanghai Magic.

With summer approaching, Studio City takes pride in setting the benchmark for water-based family attractions in Macau with its world-class water and recreation facilities. RiverScape, an over 450 meter long adventurous water recreational ride is set to reopen for summer on May 1. The ride is split into 3 routes; each differs in length and offers a distinct adventure for fun seekers alike. With exciting water slides, fun-kids-pool and a man-made beach, Riverscape guarantees a full day of summer fun. Visit the Studio City official website or call (853) 8865 6656 to inquire about our special offer that includes admission to RiverScape and the Cabana Bar “Riverside” Barbecue Buffet.

For more information of Studio City, please refer to:

Studio City Official Facebook: <https://www.facebook.com/studiocitymacau/>

Studio City Official Weibo: <http://weibo.com/studiocity>

Studio City Official WeChat ID: studiocity

Studio City Official Twitter: <https://twitter.com/studiocitymacau>



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Studio City Official Website: <http://www.studiocity-macau.com/tc/>

For more press materials: www.studiocitymacaumedia.com

Studio City – This is Entertainment.

Photo captions

P001:



P002:



P003:



P004:



P001-P004: From now until July 24, 2016, Studio City is giving away a total of over HK\$88,888,888 in instant prizes to all visitors with its newly launched **“Fortune at Studio City”** campaign.

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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), 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.

About Studio City

Studio City takes 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 delivers 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 provides 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 40,000-square-foot 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 has brought 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.

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