



Melco Crown Entertainment
新濠博亞娛樂

FOR IMMEDIATE RELEASE

Melco Crown Entertainment announces winner for Studio City T-shirt Design Competition

Winning design to be available at Golden Reel boutique

MACAU – Wednesday, October 26, 2016: Melco Crown Entertainment Limited (NASDAQ: MPEL) (“Melco Crown Entertainment”, “MCE” or the “Company”), a developer, owner and operator of gaming and entertainment resort facilities in Asia, is dedicated to supporting small and medium local enterprises, as well as the development of the local creative industry. Today, the Company announced the winner of the Studio City T-shirt Design Competition. The Competition was held in collaboration with the Macau Productivity and Technology Transfer Center (CPTTM) and the Macao Chamber of Commerce. The winning design will be produced and available at Studio City’s Golden Reel boutique.

The Studio City T-shirt Design Competition is one of the highlights under Melco Crown Entertainment’s Macau SME Procurement Development Program. It aims to support local designs and provide a platform for local designers to demonstrate their talent. The competition has received 77 T-shirt designs from local designers, 11 outstanding designs were shortlisted, among which Hana Leong, a local graphic and product designer, has impressed the judges and won the competition. At a ceremony held at Studio City today, the 11 designers received the awards from Mr. Shuen Ka Hung, Director-General and Ms. Ho Kuai Leng, Convener of Fashion and Image Committee from CPTTM; Mr. Chui Yuk Lam, Vice-President of Board of Directors of Macao Chamber of Commerce; Mr. Chan Weng Tat, Head of Department of Conventions and Exhibitions and Economic Activities Development Department of Macao Economic Services; Mr. Agostinho Vong, Senior Manager of Investor Service Department of Macao Trade and Investment Promotion Institute; Mr. Kent Wong, Senior Advisor, Ms. Janelle Campbell, Senior Vice President of Finance (Macau), Mr. Steve Webster, Senior Vice President of Marketing and Mr. Jeffrey leong, Director of Creative and Design from Melco Crown Entertainment.

Ms. Janelle Campbell said, “The aim of the MCE Macau SME Procurement Program is to provide more business opportunities to local SMEs and local designers, also to support the Macau SAR Government’s initiatives in that regard. This competition fully demonstrates the spirit of this Program, as all T-shirt are 100% made in Macau, from design to production. We believe that initiatives like this would contribute to the development of the creative industry in Macau, as well as its economy diversification in the long run.”

Ms. Hana Leong, the winner of the Competition, said, “I graduated from the Department of Design at the Macau Polytechnic Institute, and completed the Diploma in Fashion Design and Manufacture offered by CPTTM in 2014. After my graduation, I started my own fashion brand *Quirey Design*, offering unique pieces for every customer. Studio City is a new



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property featuring an innovative design, and offerings that one cannot find anywhere else in the world. This coincided with my design philosophy. I believe that having my design available for sale at the Golden Reel gift shop will certainly help customers know my brand, which is important for its development.”

The winning design is now available at the Golden Reel boutique for visitors from all over the world. This will provide a platform for the Macau designer to promote her work as well as Macau’s creative industry to global visitors.

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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.

About Melco Crown Entertainment Limited

Melco Crown Entertainment, with its American depositary 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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For media inquiries, please contact:

Melco Crown Entertainment

Ms. Maggie Ma

Senior Vice President,

Corporate Communications and Public Relations

Tel: +852 3151 3767 / +853 8868 3767

Email: maggiema@melco-crown.com

Ms. Jessie Kuan

Senior Manager, Public Relations

Tel: +853 8868 7556 / +853 6693 8047

Email: jessiekuan@melco-crown.com