



FOR IMMEDIATE RELEASE

**WORLD'S FIRST MULTI-VENUE, INTERACTIVE MAGIC EXPERIENCE
'THE HOUSE OF MAGIC' AT STUDIO CITY
REVEALS ALL-STAR LINE-UP OF MASTER MAGICIANS**

Macau's First and Only Permanent Magic Extravaganza

Macau – June 10, 2015 – Melco Crown Entertainment Limited (SEHK: 6883) (Nasdaq: MPEL) (“Melco Crown Entertainment” or the “Company”), a developer, owner and operator of casino gaming and entertainment resort facilities in Asia, today revealed an all-star line-up of top international magicians for ‘*The House of Magic*’ at Studio City, the first and only permanent magic extravaganza in Macau.

Designed, curated and hosted by world-acclaimed illusionist Franz Harary, ‘*The House of Magic*’ is the world’s first multi-theater, immersive visitor magic experiences, designed for magicians by a master magician and featuring live magicians and set in a mystical three-theater showcase complex of amazing, mind-bending magic.

It represents just one of the stunning world-class entertainment centerpieces at the US\$3.2 billion Studio City, envisioned by Mr. Lawrence Ho, Co-Chairman and Chief Executive Officer of Melco Crown Entertainment, as a thrilling new cinematically-themed entertainment and leisure destination in Macau that is set to become Asia’s Entertainment Capital and to take Macau’s non-gaming entertainment destination proposition to unprecedented new levels.

Internationally acclaimed, Franz Harary is a pioneer of illusion on an epic scale that has yet to be matched in the history of magic. His illusions have been seen by more people in more countries than all other magicians combined. Milestones include the disappearance of the Sphinx in Cairo, India’s Taj Mahal and NASA’s Space Shuttle at the Kennedy Space Center. He has created magic effects for hundreds of superstars including Michael and Janet Jackson, Justin Timberlake, Usher, Jolin Tsai, Ayumi Hamasaki and Justin Bieber, bringing jaw-dropping illusions to their shows.

Magical Theatrical Extravaganza

At ‘*The House of Magic*’, Franz Harary presides over a magical theatrical extravaganza in what is set to become the Mecca of Magic in Asia. Along with his own spectacular ‘Mega-Magic’ show, he will host a stellar, rotating line-up of talented magicians from around the world.

The first ‘Maestros of Magic’ include UK illusionist James More, who has performed in over sixty countries worldwide including Europe’s premier variety television show, “Les Plus Grand Cabaret du Monde”.

STUDIO CITY 新濠影滙

澳門路氹連貫公路 Estrada do Istmo, Cotai, Macau 電話 T (853) 8865 8888 傳真 F (853) 8869 8888 網址 W studiocity-macau.com

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He is joined by American comedic magician Rudy Coby. A member of the Magic Castle in Hollywood and a US television regular, Coby is known for delivering eclectic and original comedic performances that combine science with magic.

Fellow Magic Castle member, illusionist Danny Cole is one of the world's premier magicians, with a totally contemporary approach to the art of sleight-of-hand. Headline illusionist Michael Turco joins us direct from his three-year-run at Planet Hollywood Casino in Las Vegas.

Portugal's Luis de Matos is a host and producer of over 150 award-winning television shows and is a UK star on the BBC's 'The Magicians'. Renowned for grand illusions, Luis has previously made an elephant disappear; a Ferrari melt-away; a six-ton truck appear – and even made Mickey Mouse appear for the Portuguese launch of the Disney Channel.

Spectacular couples also feature, with Las Vegas based husband and wife duo Kyle and Mistie Knight, performing sleight-of-hand feats of magic in front of amazed audiences and recently headlining in "World Stars of Magic" in the famous casino city.

Celebrated partners in magic, Mark Kalin and Jinger Leigh redefine the traditional concepts of a "magic show" with uniquely theatrical show productions. The couple has made memorable appearances on US network television as well as producing thrillingly-innovative stage shows which has become the world-standard for classic illusion.

The House of Magic

'The House of Magic' is a multi-theater experience unlike anything seen in Asia or the world. Visitors enjoy three distinct magic shows within an incredible magical entertainment complex designed to bring the most spectacular illusions immediately in front of stunned guests.

The stunning center for magical entertainment in Asia includes:

- **The Laboratory** – A twisting magical labyrinth delivers you to the entrance of the Laboratory, an intriguing Victorian-themed waiting room that houses an incredible collection of optical illusions and magical curios which hint at the wonders that wait beyond. It is also the secret workshop of the 'Illusioneer', Franz Harary, whose alchemy of cutting edge technology and magic power a demonstration of his miraculous 'Teleporter'.
- **The Majestic** – "The Golden Age of Vaudeville" is the inspiration for this jewel of a theater that seats only 150 guests, offering them an unparalleled view of the one of magic's most elite performers.
- **The Lair** – With its Medieval-themed décor, the Lair transports guests to an ancient age of wizarding where modern wonder-workers perform an astounding display of magical skills that enchant and delight an audience of no more than 150 guests, making for an intimate magical experience.

- **The Mega Magic Theater** – This amazing state-of-the-art theater was designed by Franz Harary himself to showcase his newest, never-before-seen illusions that redefine the art of magic. This 300-seat theater contains more multimedia wizardry than any other magic show in history and offers a groundbreaking opportunity to witness the spectacle of stadium-sized illusions on a stage that's close enough for guests to feel completely immersed in this unique magical experience. It was Franz Harary's work as an illusion designer for concert superstars Madonna, Prince and Michael Jackson that inspired him to create this astounding one-of-a-kind showplace.
- **The House of Magic Boutique** – Houdini would feel right at home in this Victorian-themed magic shop and retail experience. And what better way to capture the magic of your visit than by taking home a few simple-to-do tricks that will make mini-miracles happen in your own hands to the delight of your family and friends.
- **The Magic Restaurant ‘Shanghai Magic’** – This magically-themed gourmet restaurant features Shanghainese cuisine served in uniquely elegant surroundings that are inspired by an age of wonder when intricate mechanical curiosities were the marvels of the day. There is magic to be discovered here, as subtle and refined as the flavorful meals. It is a fine dining experience that extends beyond your plate and palate to satisfy your sense of wonder.

“I’m thrilled to have the opportunity to work with Mr. Lawrence Ho and Melco Crown Entertainment to realize my life-long dream of creating a true home to magic here in Asia,” explained **Franz Harary**.

“Working with the considerable expertise of Melco Crown Entertainment in delivering truly unique, world-class entertainment experiences to Asia, ‘*The House of Magic*’ will represent the ultimate showcase for world-class magic. I am delighted that so many of my magician colleagues, representing the highest echelons of their profession, will join me in what will surely become the Mecca for magic and magicians not only in the region but worldwide.”

Mr. Lawrence Ho, Co-Chairman and Chief Executive Officer of Melco Crown Entertainment said: “World-class entertainment is a key feature of our leisure destination offerings at Studio City. As a pioneer of highly innovative and unique destination-centric entertainment, Melco Crown Entertainment continuously searches the world for the very best and most uniquely exciting visitor experiences.

“‘*The House of Magic*’ is a totally unique entertainment offering to Macau and indeed Asia, as we continue our commitment to expanding the non-gaming leisure and entertainment offerings available in Macau as a continued strategy in supporting the evolution of Macau as a highly-diversified and world-leading leisure and tourism destination.”

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 the new Asia’s Entertainment Capital.



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

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, and (v) 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 shares listed on the Main Board of The Stock Exchange of Hong Kong Limited (the "Stock Exchange") (SEHK:6883) and 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 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 Chairman Mr. James Packer, who is also Co-Chairman and a Non-executive Director of Melco Crown Entertainment.

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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 highest Ferris wheel in Asia 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 motion ride "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 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.

For investment community, please contact:

Ross Dunwoody
Vice President, Investor Relations
Tel: +853 8868 7575 or +852 2598 3689
Email: rossdunwoody@melco-crown.com

For media enquiry, please contact:

Maggie Ma
Head of Corporate Communications
Tel: +853 8868 3767 or +852 3151 3767
Email: maggiema@melco-crown.com

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