

FOR IMMEDIATE RELEASE

Studio City to Kick Off New Concert Season with Asia's King of Dance, Aaron Kwok, and One of the World's Biggest Acts to Perform Live at its New Futuristic Event Center

'This is Entertainment' – An Extravaganza for all Senses

Macau – Tuesday, September 8, 2015: Slated to open on October 27, 2015, Studio City is bringing the world's most celebrated entertainers to the live stage at its Studio City Event Center ("SCEC"), an international stage destined to become a 'must-stop' destination for today's music legends as well as up-and-coming future stars.

The SCEC's inaugural season of world-class acts will kick off in November when 'Asia's King of Dance', Aaron Kwok, returns to the concert stage. Arguably the most versatile of Hong Kong entertainment's legendary "Four Heavenly Kings", Aaron Kwok has been a dominant force in the world of music and dance for more than 30 years. At SCEC on November 7, 2015, he will continue to push the choreographic envelope on the Hollywood-themed entertainment resort's new ultramodern, high-tech stage.

As an undisputed all-round entertainer and the SCEC's first headliner, Asia's King of dance was invited to kick-off the season of the hottest concerts at a press event today.

"I have been looking for a venue where I can stage the biggest and most technically ambitious concert of my music career. I am very excited that I will finally be able to do so and, at the same time, allow my fans to dance along with me in the uniquely intimate standing zone situated around the high-tech mobile stage. Studio City Event Center is shaping up to be a world-class facility with a skillfully designed space that allows for audience participation and WOW factor never seen before in my shows. It will also be the most premium concert I have ever staged. The first-rate broadcast satellite system, the top-notch acoustics and the overall luxurious environment for concert-attendees are a perfect combination to complement the audacious design of my 'Aaron Kwok de Showy Masquerade Dreams Without Distance Live in Macau 2015'."

Mr. Kwok further said: "On the subject of the exceptional elements of my show, I have to thank Studio City. The new Hollywood-themed resort has inspired us so much on the stage design and the glittering costumes. Added to the powerful choreography incorporated into this show, I believe my concert at Studio City will be a breathtaking and exhilarating one-night experience."

Upcoming concert plans for SCEC are also well underway, including two legendary performances by one of the most influential global artists of all time, which is

expected to become one of the most powerful and influential theatrical spectacles ever staged in Macau.

Mr. JD Clayton, Studio City Property President said, “We believe Studio City Event Center is a stage any world-class live entertainer would be delighted to perform on, and we are incredibly proud to present the top of the top concert series to music lovers this fall. The mega stars secured for the upcoming concert season are all dynamic entertainers who have influenced millions with their music and performances. With world-class technology and stage-to-seat configurations never seen in Asia before, the luxurious Studio City Event Center will be a favorite for artistes and concert-goers alike. We strongly believe that this center will present the ultimate music journey for people from across the region.

The SCEC experience Studio City created also represents part of 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. We are set to redefine the live entertainment landscape in this part of the world.”

The highly anticipated USD3.2 billion Studio City will officially open on October 27, 2015, taking best-of-class entertainment-fueled leisure offerings to a whole new level in Macau, and redefining the territory as a world-leading tourism destination. The resort’s event center is a 5,000-seat, multi-purpose venue designed to host live concerts and award shows. It can also be transformed into different layouts to suit various sporting events from basketball and tennis matches to MMA battles, offering optimal views of the action.

Entertainment lovers can join the up-front excitement of the main floor or relax in the luxury of 16 private VIP suites or the 242 club level seats, supported by a dedicated deluxe club lounge for a truly exclusive VIP experience.

Envisioned by Mr. Lawrence Ho, Co-Chairman and Chief Executive Officer of Melco Crown Entertainment, Studio City is 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 entertainment destination proposition to unprecedented new levels.

Studio City is situated in the heart of Cotai, adjacent to the Lotus Bridge Immigration Point and directly connected to the light rail system which will open later. The Hollywood-themed resort is set to be a ‘next-generation’ of leisure and entertainment destination in the region.

Please stay tuned for more ticket information at www.studiocity-macau.com.

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>

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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, 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 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.

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 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.

About Studio City Event Center

Studio City Event Center (“SCEC”) will redefine Macau’s entertainment destination landscape as the home of the most spectacular live entertainment experiences in Asia. It is the most premium performance venue in Macau, and a ‘must-stop’ destination for today’s music legends and up-and-coming future stars.

Featuring state-of-the-art, theater-quality acoustics, a dedicated control room and satellite broadcasting infrastructure, the 5,000-seat multi-purpose arena represents the centerpiece of Studio City’s live entertainment offerings. The first-class premium seating level offers 16 private VIP suites, some 242 luxury club seats and features a deluxe club lounge.

Managed by Spectra, part of Comcast-Spectacor, one of the world’s largest sports and entertainment companies, SCEC provides the ideal venue for hosting the biggest international and regional concert tours, leading theatrical productions, top sporting events, award shows and other world-class events.

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