

FOR IMMEDIATE RELEASE

## Macau's Extravaganza of Enchantment "The House of Magic" and Shanghai Magic Opens at Studio City

*Famed Magician Franz Harary Presents a Journey of Mystery and Illusion*

**Macau – Wednesday, December 2, 2015:** Opened on October 27, 2015, Studio City is envisaged as Macau's thrilling new entertainment and leisure destination that is set to become Asia's Entertainment Capital. As part of that goal, hundreds of media and VIP guests were today taken on a truly amazing journey through the mystic-themed restaurant, Shanghai Magic, and the tripartite theaters that make up the one-of-a-kind 'The House of Magic' at Studio City.

The official grand opening of these two amazing venues culminated in a performance by world renowned illusionist Franz Harary, the creator of the spectacular House of Magic, who wowed the audience with a symphony of illusionary theatrics in his specially designed 'Mega Magic' performance.

The 'House of Magic' at Studio City is the 'Epicenter of Magic' in Asia. As the only permanent magic theater in Asia, it is built on an epic scale that repeatedly leaves visitors awe-struck. With acclaimed pioneer of illusion Mr. Franz Harary as the master conjuror, and a stellar cast of rotating world-class magicians mystifying the audience, the 'House of Magic' represents the ultimate showcase for top-notch magic, unlike anything seen before in the region.

'The "House of Magic" is a destination that is designed by magicians, for magicians. With the opening of the 'House of Magic' today, I am delighted that, together with Studio City, we are setting a new bar for Asia's entertainment industry,' said **Mr. Franz Harary**.

'For the decades that I have performed magic around the globe, I have dreamed of creating a venue in which magicians of all types can visit and perform their talents and tricks on a huge scale, but also close enough so that fans are virtually immersed in the magic of the show itself. Where they not only see the magic in front of them, but can actually feel it. From the Illusionary Laboratory, Majestic Theater, Lair Theater to the Mega Magic Theater, which is the most technically sophisticated performance space ever designed for a magic production, spectators witness live magical experiences presented by the world's greatest performers,' he said.

Today, during the grand opening of the 'House of Magic', Franz Harary showcased an array of mind-bending manifestations at Mega Magic Theater with his most signature illusions, where hundreds of audiences witnessed four girls being divided into half at the same time inside a giant spinning roulette. New rotating magicians, Portugal's living legend, magic television star and recipient of the prestigious 'Illusionist of the Decade' award by the International Magicians Society, LUIS DE MATOS, and the globally renowned stars of contemporary magic KYLE KNIGHT & MISTIE also displayed an array of illusions, mystery and intrigue, climaxing with 'The Genii Award' to Franz Harary by Magician's Association of Hong Kong.

'I would like to congratulate Studio City for the grand opening of the 'House of Magic' today, and most important of all, for anchoring this unique yet remarkable entertainment product in Asia. The 'House of Magic' journey at Studio City is just stunning. Mr. Franz Harary is one of the most highly respected illusionists in the world; I believe the 'House of Magic will be one of the most popular destinations for people who love the thrills and excitement of top magic,' said **Mr. Albert Tam, President of Magician's Association of Hong Kong.**

'We are honored to contribute another world-class entertainment centerpiece to Macau, in addition to the existing innovative entertainment products we have tailor-made for Asia. In collaboration with the world's top illusionist Franz Harary, we believe that the 'House of Magic' will be another successful anchor entertainment within Studio City. It will be a magical and mysterious journey for families and fun-seekers who are looking for a moment of wonder,' said **Mr. Sunny Yu, Senior Vice President, Entertainment and Projects of Melco Crown Entertainment Limited.**

### **The Mystical Restaurant 'Shanghai Magic'**

As Macau's first and only magic-themed restaurant, Shanghai Magic is part of the magical journey at Studio City with its lively interior décor and renovations inspired by The House of Magic next door. Under the helm of Chef Wilson Fam, the youngest Chef de Cuisine (at the age of 30) within the Melco Crown Entertainment culinary team, Shanghai Magic presents modern Shanghainese cuisine in a diverse menu encompassing home-style delicacies and formal fare, with each creation paying tribute to the fine art of Shanghainese gastronomy.

'I have always been fascinated by the various culinary influences that have made Shanghai cuisine so distinctive, and utilizing the experience I have gained working with two Michelin star

chef Tam Kwok Fung I am looking forward to presenting some truly authentic Shanghai dishes with a contemporary twist,' said Chef Fam.

Wait staff interact with guests by performing different magic tricks, another exciting highlight of the magical dining experience in addition to the impeccable services and creative delicacies that the restaurant has to offer. The staff's uniforms were also specially designed by Franz Harary to adapt to the magic theme. For Chinese wine aficionados, there is a wide range of premium selection including 50-year Mou Tai, 50-year Shaoxing (Huadiao) and 50-year Wu Liang Ye.

The restaurant's signature dishes include Steamed Hot and Sour Shanghainese Pork Dumplings with Crabmeat; Boiled Minced Pork Dumplings with Hairy Crab Meat and Roe in Superior Consommé; Hot and Sour Crab Meat Soup; Stewed Shanghainese Style Pork Belly with Fried and Steamed Sweet Buns; and Stir-fried Minced Duck and Soy Sprouts served on Northern Style Sesame Pastry. Shanghai Magic sets the benchmark for Chinese fine dining with its refined modern interpretations of Shanghainese cuisine.

To experience a magical journey at Studio City curated and hosted by the world famous illusionist, Franz Harary featuring other world-famous magicians, including one night stay at Star tower and a magical dining experience at Shanghai Magic, start booking the 'House of Magic' package now from HKD2,398 for two.

For details, please visit <http://www.studiocity-macau.com/en/promotions/detail/studio-city-the-house-of-magic-package-2398>

### **Studio City – This is Entertainment.**

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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](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 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](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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