



For Immediate Release

## **Auspicious Festivities Abound at Studio City**

*Ring in the Chinese New Year in Style with Celebrated Actress Lynn Xiong  
Revel in Asia's Entertainment Capital with a Glamorous Experience for All*

**(Macau – Thursday, January 14, 2016)** -- Since its debut on October 27, 2015, the Hollywood-inspired entertainment resort, Studio City, has established itself as a new landmark in Macau, featuring a host of exciting, “world’s first” non-gaming attractions in partnership with some of the biggest names in entertainment.

With the Chinese New Year approaching, the new entertainment hot spot enticed celebrated actress Ms. Lynn Xiong, the star of several recent Chinese blockbusters, to drop by as its Star Ambassador. While visiting the thrilling cinematically-themed leisure destination, Lynn took a spectacular journey through the The House of Magic, and was captivated by an enchanting sunset on the Golden Reel figure-8 Ferris wheel, 130 meters above ground, rounding up a truly remarkable experience at Asia’s Entertainment Capital.

Studio City’s stunning Art Deco façade greets visitors with the imposing 30-meter Heroes of Steel statues flanking the iconic Golden Reel, itself straddling the twin hotel towers. The integrated resort combines electrifying entertainment with an exciting cinematically-inspired environment and an array of accommodation, regional and international dining and designer brand shopping.

With the movie Ip Man 3 outgrossing its competitors at the China, Hong Kong and Taiwan box offices (in particular, making a record-breaking TWD130 million dollars at the box office in Taiwan), Lynn, who plays the wife of Ip Man in the trilogy, made her appearance at Studio City today to experience its many wonders. Besides the exquisite gastronomic experience created by Michelin-starred Chef Tam Kwok Fung’s Chinese restaurant Pearl Dragon with an auspicious Chinese New Year menu, Lynn also made a surprise guest appearance at the one-of-a-kind multi-theater attraction, The House of Magic, where she was “teleported” onto the stage atop a blazing red Ferrari, to help bring the 90-minute,



three-show performance to its climax.

**Lynn commented on her journey through the themed resort:** “I was thrilled by such a new and exciting experience presented by Studio City. As a professional actress, I dedicate myself to the art of movie-making, but it never dawned on me that there could be such a spectacular cinematically-inspired integrated resort right here in Asia. Its marvelous entertainment-oriented ambiance and attractions put me in a seemingly real Hollywood movie scene, which was a very exciting surprise.

“During my exploration of Studio City, what impressed me most was that I was able to be part of an international magic show at The House of Magic. I had the honor to perform with one of the world’s greatest magicians for the first time, so I was extra careful when we were rehearsing, hoping that together we would put on an amazing show. Through the whole act I was very nervous, but the magical feelings it brought me are unforgettable. I am fascinated by the mysterious charm that The House of Magic offers!”

The House of Magic is a one-of-a-kind multi-theater attraction housing performances never seen before in Asia. Designed, curated and hosted by acclaimed illusionist, Franz Harary, The House of Magic is the premier performance venue for magicians globally. Featuring rotating live magicians in a three-theater complex, it amazes visitors with an array of mind-bending shows including Franz’s signature resident show, Mega Magic.

As the perfect finale to her visit trip, Lynn took a ride on the world’s highest figure-8 Ferris wheel – Golden Reel- enjoying the stunning sunset at a dizzying height of 130 meters.

Upon her arrival at Golden Reel, Lynn said: “I’m finally here at this amazing Ferris wheel! I have read so much about this new landmark and am planning to visit here with my family, so I’m very happy that I have this opportunity to preview the ride and prepare for my next visit. It’s a bit scary to be 130 meters above the ground, but as we are rising up slowly, I could look out over the landscape of Macau and the China Sea. It’s definitely a must-see location to take a photo in memory of your visit to Macau. For couples especially, I think this would be a wonderful place for an unforgettable romantic sunset moment. ”



Experiential dining is on the menu at Studio City with a stellar range of over 30 signature restaurants, themed food court and entertainment-inspired eateries, including Studio City's premium Chinese restaurant Pearl Dragon, helmed by acclaimed Michelin-starred chef Tam Kwok Fung; Shanghai Magic, offering an immersive experience that brings together modern Shanghainese dining and close-up magic. Further venues showcasing of the art of gastronomy, created by multiple Michelin-starred chef Alain Ducasse and Hawaiian celebrity chef Alan Wong, will also soon be unveiled at Studio City.

**Mr. JD Clayton, President of Studio City said:** "As Asia's Entertainment Capital, Studio City is dedicated to presenting world-class entertainment, dining, accommodation and lifestyle experience to its guests. With our motto 'This is Entertainment', we are a major factor in Macau's aspirations to build a diversified and in-depth development of its tourism industry, thus enhancing its position as Asia's leading tourist destination. Studio City has many exciting promotions for the Chinese New Year holiday in store, with the aim of providing visitors to Macau an unparalleled resort experience and to ring in the Year of the Monkey on a very exciting, memorable and, above all, fortune-filled note."

To celebrate the Chinese New Year, Studio City presents the Direct Your Star Holiday<sup>1</sup> package available for stays from now till June 30, 2016. With prices starting from HKD1,698++, an additional HKD300 discount will be offered to bookings on designated dates. Studio City Direct Your Star Holiday package includes:

- One night's stay in a Star Premier King Suite
  - o Stay an additional night and receive HKD600 off the best available rate on your second night stay<sup>2</sup>
- Breakfast or Lunch buffet for two at Spotlight
- Golden Reel tickets for two
- Choose any one of the following: Batman Dark Flight tickets for two / Warner Bros. Fun Zone Two-hour admission (two adults and one child) / Zensa Spa MOP300 credit / Pacha Macau welcome drinks for two
- HKD100 Entertainment Voucher
- Access to heated indoor pool, outdoor pool, gym at Star Tower and RiverScape<sup>3</sup>

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<sup>1</sup> Other terms and conditions apply.

<sup>2</sup> Based on the same room type including breakfast for two. Rates are subject to a 10% service charge and a 5% government tax. Blackout dates apply. Subject to availability and reservation must be made in advance. Terms and conditions apply.

<sup>3</sup> RiverScape is closed from December 1, 2015 till February 29, 2016



- Complimentary Wi-Fi access

Book now at [www.studiocity-macau.com/en/promotions/detail/direct-your-star-holiday](http://www.studiocity-macau.com/en/promotions/detail/direct-your-star-holiday), and enjoy a Chinese New Year holiday like no other!

Guests can also get an Entertainment Pass and experience the exciting attractions of Studio City! The "Experience It All" Entertainment Pass - costing just HKD580 per person - offers a stunning entertainment experience for thrill-seekers. The Pass includes a ride on the spectacular Golden Reel; an epic super-hero adventure on the 4D flight simulation Batman Dark Flight and access to incredible world of mind-bending magic at The House of Magic. The "Ride and Fly" Entertainment Pass is also available for HKD220 per person and includes a Golden Reel ticket and a Batman Dark Flight ticket. Please visit [www.studiocity-macau.com/en/promotions/detail/entertainment-passes](http://www.studiocity-macau.com/en/promotions/detail/entertainment-passes) for more information. Call us on (853) 8868 6767; toll free – Hong Kong 800 900 783 / China 400 616 3120 / Taiwan 008 0187 6037 to buy now!

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 Twitter: <https://twitter.com/studiocitymacau>

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For more press materials: [www.studiocitymacaumedia.com](http://www.studiocitymacaumedia.com)

Studio City – This is Entertainment

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#### **About 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 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](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 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-inspired studio-concept resort is a thrilling new cinematically-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.

This press release was distributed by Mazarine Asia Pacific on behalf of Studio City. For media enquiries, please contact:

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