

For Immediate Release

**Studio City to Showcase the Hottest Act in Town
Studio City Event Center Proudly Presents
Madonna 'REBEL HEART TOUR' Macau Spectacular**

Attracting Audience of Award-winning Actors & Actresses for a Night of Intimate Musical Extravaganza

Macau – February 5, 2016 (Friday): The music frenzy whipped up by Studio City Event Center (SCEC) continues to sweep Asia. When the 'Queen of Pop' started her thrilling 'Rebel Heart Tour' in Asia and announced her history-making performance on the international stage at SCEC in Macau, it immediately captivated a stellar cast of fans, eager to experience a night of intimate musical experience at Studio City -- Asia's Entertainment Capital. Among them are award-winning actor Tony Leung and family, award-winning actress and singer Miriam Yeung and her husband Real Ting, Hong Kong sweetheart Charlene Choi, sexy goddess Christy Chung & her boyfriend, Golden Zhang, as well as celebrated couples Simon Yam & Qi Qi and Leo Ku & Lorraine Chan.

Madonna, the undisputed diva of our time, is much-loved for her groundbreaking and provocative performance. The first show of the pop icon in Macau is expected to attract local stars and celebrities, flocking in for the best seats to relish her dynamic performance. "Madonna is a legend in our time. I'm very excited to experience Studio City and be part of this world-class music event at Asia's Entertainment Capital," explained Tony Leung. "The best bit is that I will be experiencing this unforgettable evening with my family. I look forward to this once-in-a-lifetime encounter." The dazzling show will be staged in a meticulously designed space in the SCEC, raising the bar for spectacular musical experiences and consolidating Studio City as a top-tier regional entertainment attraction.

Big fans of Madonna, Simon Yam and Qi Qi are also thrilled over the upcoming rendezvous with the international diva. Singing praises for her, Qi Qi said: "Madonna is a true icon of our generation. I've seen concerts at Studio City Event Center before and know that those lucky fans near the front are so close they can almost reach out and touch their idols. I understand that the distance from the furthest seat to the stage is only 10 rows, which means the audience will get to enjoy an incredibly intimate encounter with Madonna regardless of the seat."

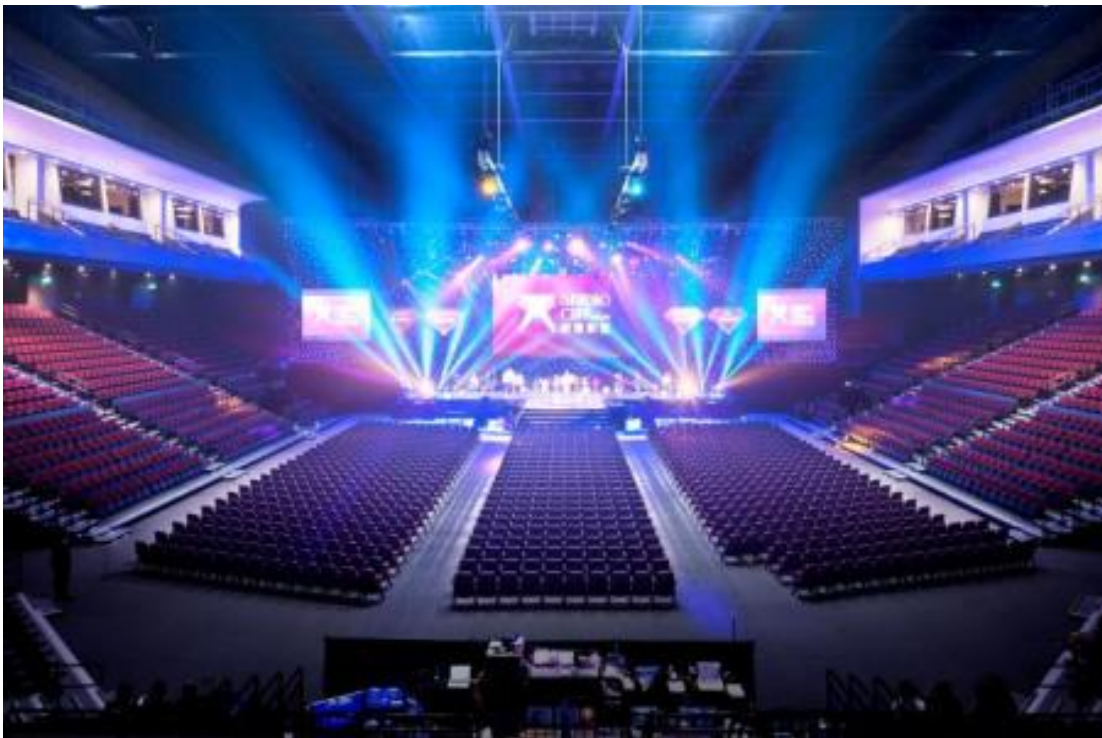
As huge fans of Madonna, Real Ting and Miriam Yeung see the upcoming concert as a great chance to party with friends. "This is my third chance to enjoy a Madonna concert after Milan and Japan. The show at Studio City Event Center will be just too good to miss," Miriam commented. "She is my role model as an artiste. She is fastidious about her performance, and that extends to the venue for each of her shows. As a singer myself, I share the same particularity. Knowing that Studio City Event Center boasts best-in-class acoustics and live entertainment technology, I would seriously consider performing there. It would be fantastic to have an on-stage experience at this marvelous venue, both for myself and my fans."

With Madonna being her adolescent idol, Christy gushed: "Ever since I first heard her smash hit "Like a Virgin" I've loved Madonna. Her hairstyles, outfits and styling have always been way

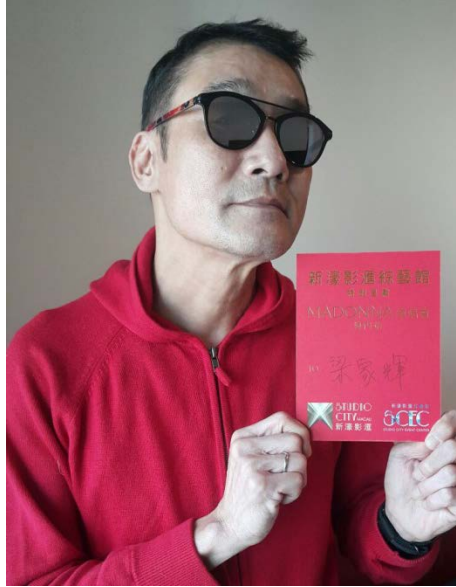
ahead of their time. She is the real style guru who never lives in anyone's shadow. Each of her music videos is a one-of-a-kind masterpiece. I would like to follow Madonna through her world tour if time permits. In any case, I wouldn't miss the chance to watch her at the hippest Studio City Event Center."

Studio City Event Center, the next generation in Macau's innovative, premiere live entertainment venues

Featuring 5,000 plush seats, the Studio City Event Center is the next generation in the region's innovative, premiere live entertainment venues. Well-equipped to play host to top-tier concerts, sporting events, award ceremonies and more, it is the go-to venue for world-class shows and new generation stars. The Studio City Event Center is also the only entertainment venue in Macau that boasts VIP suites for private parties. The venue has 16 exquisite VIP Suites, 242 Premium Club Seats and a deluxe Club Lounge providing a wide selection of food and beverages. The famous actress Carina Lau has previously revealed that she had booked a private VIP Suite to treat her friends to the Madonna concert.



- 1) The Studio City Event Center boasts a capacity of 5,000 seats, theater-quality acoustics, a central control panel and satellite-broadcasting infrastructure for world-class entertainment extravaganzas.



- 2) Tony Leung says, "Madonna is a legend in our time. It is an once-in-a-lifetime experience to watch her show with my family."



- 3) Both being fans of Madonna, Simon Yam and Qi Qi relish the prospect of meeting the Queen of Pop in an intimate venue in Macau.



- 4) Real Ting & Miriam Yeung are ready to join the musical fanfare at Studio City Event Center with friends.



- 5) With Madonna being her adolescent idol, Christy gushes: "Ever since I first heard her smash hit "Like a Virgin" I've been in love with her. Her hairstyles, outfits and styling have always been way ahead of their time. I wouldn't miss the chance to watch her at the hippest Studio City Event Center."



- 6) Madonna's 'Rebel Heart Tour' Macau Spectacular is set to arrive at Studio City Event Center.

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Studio City – This is Entertainment.

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For our latest press releases, visuals and multimedia, please visit: www.studiocitymacaumedia.com

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), 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 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 Main Board of The Stock Exchange of Hong Kong Limited 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 Mr. James Packer, who is also Co-Chairman and a Non-executive Director of Melco Crown Entertainment.

About Studio City

Studio City takes 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 (LTR), Studio City is determined to deliver more world-class entertainment amenities than any integrated resort in the market.

Studio City’s stunning Art-Deco facade includes an iconic “Golden Eye” gondola ride 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 theatre "The House of Magic" and a Warner Bros. Batman-themed motion ride "Batman Dark Flight", a 36,000 sq. ft. 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.

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.

For media inquiries, please contact:

Louisa Wong

Tel : +853 8868 7554

Email : louisawong@melco-crown.com

Nini Liu

Tel : +853 8868 7316

Email : niniliu@melco-crown.com