

For Immediate Release

Counting Down to the Hottest Act at Studio City Japanese Diva Ayumi Hamasaki Makes ‘Pilgrimage’ to Asia’s Entertainment Capital

All Eyes on Studio City Event Center for a Night of Musical History

Macau — February 16, 2016 (Tuesday): All eyes are on the thrilling ‘Rebel Heart Tour’ as it crosses Asia and Madonna, the ‘Queen of Pop’, gets sets to touch down at the world-class Studio City Event Center (SCEC) in just four days. The history-making performance has already captivated a stellar cast of fans, eager to experience a night of intimate musical experience at Studio City – Asia’s Entertainment Capital. In the run-up to the musical extravaganza, more exciting news comes in as Japan’s most influential diva, Ayumi Hamasaki, has announced she would visit Macau’s newest and most premium entertainment venue for the concert and to play a role in the hottest act in town.

Prized as the most mind-blowing and successful international concert, the ‘Rebel Heart Tour’ continues to bring down the house with Madonna’s trademark groundbreaking and provocative performance. The first show for the pop icon in Macau is expected to attract local stars and celebrities flocking in for the best seats to relish her dynamic performance. Dubbed the Japanese equivalent of Madonna, Ayumi Hamasaki leads the pop culture scene in Japan and Asia, like Madonna on the global level. Commenting on the upcoming rendezvous with the international diva in Macau, Ayumi Hamasaki said, “After so many years, I have decided to visit Macau again for Madonna’s concert and to explore the ‘new’ Macau. I look forward to a spectacular musical experience with first-in-class acoustics and live performance technology at the new Hollywood-inspired, cinematically-themed resort Studio City. The meticulously designed Studio City Event Center, where the audience can enjoy an incredibly intimate encounter with Madonna, will be a fantastic experience for her adoring fans. I will be dancing and singing along with the rest of the enchanted crowd.”

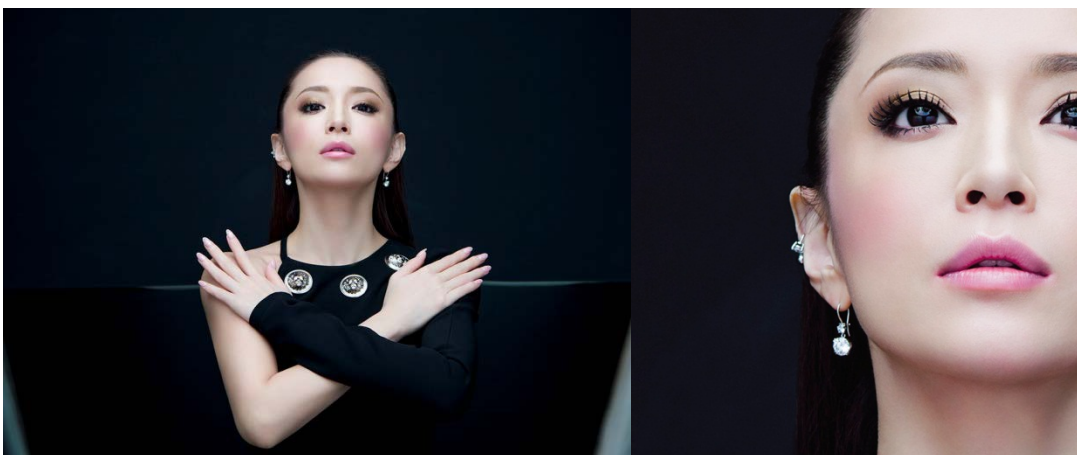
Attracting the Japanese diva in addition to local stars and celebrities such as award-winning actress Carina Lau, singer Miriam Yeung and her husband Real Ting, Hong Kong sweetheart Charlene Choi, sexy goddess Christy Chung & her boyfriend, Golden Zhang, celebrated couples Simon Yam & Qi Qi and Leo Ku & Lorraine Chan as well as Ayumi Hamasaki’s Creative Director Alvin Goh, the dazzling ‘Rebel Heart Tour’ in SCEC is destined to raise the bar for spectacular musical experiences and firmly place Studio City as a top-tier regional entertainment destination.

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 facilities 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) Japanese diva Ayumi Hamasaki makes 'Pilgrimage' to Asia's Entertainment Capital for first-hand experience of world-class stage at Studio City Event Center.



Image Source: KEVIN MAZUR, GETTY IMAGES

- 3) Madonna gets sets to touch down at the world-class Studio City Event Center (SCEC) in just four days.

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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 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 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.

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