

For Immediate Release

Japanese Pop Queen Ayumi Hamasaki and Glammed Up Celebrities Descend on Studio City

For the Heartfelt and Personal Touch Brought by the ‘Queen of Pop’ at Studio City Event Center

Macau — February 22, 2016 (Monday): Another glittering night of entertainment unfolded at Studio City Event Center (SCEC) when the Queen of Pop staged the finale of her thrilling ‘Rebel Heart Tour’ in Macau at Studio City. Sharing the limelight at Asia’s Entertainment Capital were Japanese diva Ayumi Hamasaki, Hong Kong style icon Wyman Wong, Hong Kong sweetheart Cherie Chung and other celebrity guests.

As one of the top venues for the world's biggest musical tour of the year, SCEC saw thousands of die-hard Madonna fans rocking away two historic nights.

Known as the “Madonna of the East”, Ayumi Hamasaki said, “Madonna has inspired generations of women to be who they want to be, and her music and image have permeated cultures all over the world. Being a powerful woman is still a difficult role in this world, but tonight at Studio City Event Center I saw just how endless the possibilities are.”

Remarking on her stay at Studio City, Ayumi Hamasaki continued, ‘I was amazed at the incredible Hollywood mood that you get from this cinematically-themed resort. I’ve never imagined this possible in Macau. Honestly, this is really a ‘new’ Macau to me. Who would have thought you could find attractions such as the world’s highest figure-8 Ferris wheel – Golden Reel, the fascinating “House of Magic” and the awe-inspiring “4D Batman Dark Flight” all under one roof? This really is Asia’s entertainment epicenter.’

Hong Kong Sweetheart Cherie Chung and her friends travelled far for an unforgettable encounter with the pop diva. “I’ve never imagined that I would be so close to Madonna. The event center is such an intimate venue and the stage is so big we really felt we were right there beside the Queen of Pop. I watched Madonna’s concert in Japan years ago. Her performance is still stunning and full of surprises. Her ability to reinvent herself and remain relevant is unbelievable. I love entertainment a lot, so I can’t wait to be back to Studio City very soon because there is so much more to explore!

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

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A member of Melco Crown Entertainment 新濠博亞娛樂成員

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.



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Studio City – This is Entertainment.

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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, (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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