



Melco Crown Entertainment  
新濠博亞娛樂

FOR IMMEDIATE RELEASE

## Hunan TV's Big-hit reality show "Up Idol II" takes its races to Studio City and City of Dreams

*Eight Goddesses from Asia Unveiling Macau's Best Attractions*

*A Journey to "Asia's Entertainment Capital" Studio City and a sensational LIVE Performance inspired by "The House of Dancing Water"*

**'Up Idol x The House of Dancing Water Discovery Tour' to launch in August**

**MACAU, July 21, 2016, Thursday** - "Up Idol II", the over 100 million viewer Hunan TV reality show credited for jumpstarting "The Age of Female Reality Shows" in China, is coming back with a bang. Featuring a stronger production with an even bigger cast, the ultra-popular show has chosen Macau as the filming destination. This marked the very first time for the 200-member crew to film in Macau Special Administrative Region (SAR) of China. Iconic landmarks such as Studio City, dubbed Asia's Entertainment Capital, and City of Dreams' "The House of Dancing Water", the world's largest and most spectacular water-based extravaganza, have been the key highlights among many attractions in Macau. The three-day race featuring eight female and two male celebrities will premiere tomorrow to wow millions of fans across China, the program will be broadcasted at prime-time 8.20pm every Friday night.

After the huge success of season I, "Up Idol II" will continue to showcase the beauty of Asian women whilst highlighting the uniqueness of each filming destination and the cultural exchange. This season, the show will feature eight A-list actresses and models including multiple best actress award winner **Carina Lau**, legendary beauty **Angie Chiu** and prominent singer-songwriter **Karen Mok**. The stellar lineup also features actresses **Joe Chen** and **Nana Xie**, top models **Ming Xi**, **Xu Jiao** and **Jiang Yiyan**, along with celebrated television hosts **Wang Han** and actor **Yuan Hong**. The star-studded cast will compete as two teams at various Macau landmarks to win the ultimate Goddess title. Besides the Ruins of St Paul's and the Macau Tower, the goddesses have also taken their races to Studio City and the world's largest and most spectacular water-based extravaganza "The House of Dancing Water" at City of Dreams.



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**Mr. Zhou Xiong, Deputy Director of Hunan Television** said: “We’ made history by filming the show in Macau. The main reason why we did so with our 200-member production crew is we admire the uniqueness of Studio City, the Hollywood-inspired and cinematically-themed entertainment resort. It offers world-class entertainment that you can’t find anywhere else in the world. Imagine a stunning shot that features the eight goddesses riding on the ‘Golden Reel’, the world’s highest figure-8 Ferris wheel ‘against the beautiful night sky of Macau. Besides, we made use of Studio City’s opulent hotel and ball room as the venue for the race. The jungle river-themed water ride on the Podium Deck is also one of the ‘next generation entertainment’ that we’d love to feature in our reality show to give our audience yet another fresh look.”

“And of course, the most intriguing reason for filming in Macau is ‘The House of Dancing Water’ at City of Dreams. We came up with this brilliant idea of asking our cast to bring the world’s largest and most spectacular water-based extravaganza to life. Within eight hours, each cast member must study, learn, imitate and eventually reenact the show. It is a sensational showcase of cultural exchange and a huge breakthrough for our show. Studio City and City of Dreams are known as the pioneers of promoting entertainment in Macau, hence a perfect match with Hunan Television, who is an industry-leading reality show maker in China. We share the same vision and this is precisely why we have chosen Studio City and City of Dreams as our key filming destinations in Macau.”

**Mr. Sunny Yu, Senior Vice President, Entertainment and Projects of Melco Crown Entertainment Limited** said, “Hunan TV is one of the biggest television networks in China. We are extremely honored to be chosen by Hunan TV as the key filming destinations for their reality show, in which the star-studded cast would perform their races at various world-class entertainment attractions of Studio City, as well as ‘The House of Dancing Water’ at City of Dreams. ‘The House of Dancing Water’ has long been a must-watch show in Macau and Studio City has quickly become the newest landmark of Macau and the home of some of the world’s best attractions. We strongly believe that the filming of ‘Up Idol II’ carries an important meaning as not only does it does introduce our thrilling entertainment experiences to China, it also encourages the cultural exchange between Macau and China, and gives an opportunity for the audience to better understand the ‘next generation’ of entertainment-driven experiences.’



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Descending on Studio City, the eight goddesses will compete in different challenges at various attractions. Their objective is to earn the right to choose first which role in 'The House of Dancing Water' they would like to play. The cast will need to learn the moves and the dances from the internationally acclaimed performing team. Part of the challenges include flying over the performers' catwalk, which is approximately 17-meter-high from the pool; and swimming in the stage pool that holds 3.7 million gallons of water, which is equivalent to 5 Olympic-sized swimming pools. The ultimate challenge does not only test the acting skills of the celebrities, but also the limits to their courage and endurance. The finale will see the celebrities bringing the iconic acts of "The House of Dancing Water" to live.

The Macau episode of "Up Idol II" will be broadcasted tomorrow (July 22). The highlights of the eight-goddess version of 'The House of Dancing Water' will be aired on July 29. Stay tuned for the show and get yourself a full "Up Idol" experience with the following packages!

Between August 8 and August 30, TV audience can participate at the "Up Idol II x Dancing Water Backstage Adventure", a journey with limited quota to join. The adventure includes visiting the fascinating backstage of the Dancing Water Theater, allowing participants to follow the footsteps of the eight goddesses in "Up Idol II" by touring the spots which the celebrities underwent their swimming trials at the 3.7 million gallon stage pool, as well as the dressing room and the costume closet. Participants will also get to be up close to the show's legendary stage set and props, such as the iron cage used for jailing the "Princess", and get up to the 17 meter high stage to experience how the "Queen" challenges the unbearable height. It is a rare opportunity for a rare experience!

"Up Idol II x Dancing Water Backstage Adventure" – from August 8 to August 30, every Saturday, Sunday and Monday morning (limited to 20 participants per day)

Enquiries and Registration: [www.thehouseofdancingwater.com](http://www.thehouseofdancingwater.com)

Toll Free Hotline: China	4001 20 3316
Hong Kong	800 900 783
Taiwan	008 0187 6037

\* Terms and Conditions apply.



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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](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 also majority owns and operates 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 is strongly supported by its single largest shareholder, Melco International Development Limited (“Melco”) and its other major shareholder, 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 the Chairman, Executive Director and Chief Executive Officer of Melco Crown Entertainment. Crown is a top-100 company listed on the Australian Securities Exchange and led by Mr. James Packer, who is the Deputy Chairman and a Non-executive Director of Melco Crown Entertainment.

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