



Melco Crown Entertainment
新濠博亞娛樂

FOR IMMEDIATE RELEASE

**Melco Crown Entertainment Named Official Title Partner of
Michelin Dining Series in Hong Kong and Macau**

*Unprecedented line-up of gourmet events in collaboration with
Michelin Group and Robert Parker Wine Advocate*

MACAU, Tuesday, September 6, 2016 – Melco Crown Entertainment Limited (Nasdaq: MPEL) (“**Melco Crown Entertainment**,” “**MCE**” or the “**Company**”), a developer, owner and operator of entertainment resort facilities in Asia, proudly announced today it has been named by the internationally acclaimed Michelin Group as its sole Official Title Partner across Hong Kong and Macau. This milestone partnership sets MCE apart from its competitors and represents a solid testament that Altira Macau, City of Dreams and Studio City offer some of the region’s best gastronomic experience that no gourmet aficionados will want to miss.

Mr. Ted Chan, Chief Operating Officer of Melco Crown Entertainment, said: “We’re absolutely honoured to be named the first and only Official Title Partner of Michelin across Hong Kong and Macau. It signifies that Melco Crown Entertainment has stood out from the crowd and fully emerged as a driving force of top-notch dining in Asia. We look forward to bringing some of the most celebrated and once-in-a-life-time gastronomic experiences to Macau, which will transform Macau into another exciting food destination in the region and further reinforce Macau’s development into a World Center of Tourism and Leisure.”

In Tuesday’s press conference at Studio City Ballroom, it was also announced that a new website dedicated to Michelin Guide Hong Kong Macau (<https://guide.michelin.com.hk>), where the latest news and details of each upcoming wine and dine event are available, has officially gone live.

Kick-starting the much-anticipated, heavyweight line-up of gourmet events this year is the First International Chef Series featuring Chef Julien Royer of two-Michelin-starred Odette, one of the hottest fine dining restaurants in Singapore since the inaugural launch of the country’s own Michelin Guide in July. The four-day extravaganza will take place around mid-October at the two-Michelin-starred French contemporary restaurant The Tasting Room at City of Dreams.

Following the First International Chef Series is one of Macau’s most star-studded dining events in its history – the prestigious Michelin Gala Dinner at the Studio City Grand Ballroom on November 11, two days after the announcement of the Michelin Guide Hong Kong Macau 2017. This unprecedented gala will attract some of the world’s most celebrated chefs to



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Macau, namely Alvin Leung, Hideaki Matsuo, Björn Frantzén and Pierre Hermé, who are set to team up with Melco Crown Entertainment's very own stellar chefs Guillaume Galliot and Tam Kwok Fung, and also Shinji Kanesaka from Tokyo's one-Michelin-starred Sushi Kanesaka, to put together a never-been-seen-before wine-pairing menu to celebrate the release of the 2017 Guide.

Then around early December, The Tasting Room, tapped once again as the event venue, will house the Second International Chef Series featuring Chef Curtis Duffy of Chicago's Grace Restaurant, a two-time winner of three Michelin stars, who will be making his Macau debut. More details will be announced in the coming months.

Be the first to be part of the first wave of the roaring gastronomic excitement that Michelin Group, RPWA and MCE are committed to bringing to food and wine aficionados in Macau and Hong Kong! Tickets for the First International Chef Series and Michelin Gala Dinner are on sale now at <https://guide.michelin.com.hk>. Seats are very limited so act fast before they are all gone!

Photo captions:



P001 - Mr. Ted Chan, Chief Operating Officer of Melco Crown Entertainment, delivered a speech in the press conference announcing the upcoming Michelin Dining Series.



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P002 – (Left to right) Mr. Bernard Delmas, Senior Vice President of Michelin Group; Mr. Ted Chan, Chief Operating Officer of Melco Crown Entertainment; Ms. Maria Helena de Senna Fernandes, Director of Macau Government Tourism Office; Ms. Lisa Perrotti-Brown, Editor-in-Chief of Robert Parker Wine Advocate toasted at the Michelin Dining Series Announcement Press Conference at Studio City Tuesday.





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P003 – A canapés and wine tasting session was held after the press conference, allowing media to taste the delicacies prepared by the culinary team of City of Dreams’ stellar chefs Guillaume Galliot and Tam Kwok Fung, and also to taste the wines to be served during the November Michelin Gala Dinner.

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Safe Harbor Statement

This 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, (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 release is as of the date of this 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 entertainment 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 founding shareholders, Melco International Development Limited (“Melco”) and Crown Resorts Limited (“Crown”). Since May 2016, Melco has become the single largest shareholder of Melco Crown Entertainment. 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 Chairman, an Executive Director and the Chief Executive Officer of Melco Crown Entertainment. Crown is a top-100 company listed on the Australian Securities



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Exchange and led by Mr. James Packer, who is Deputy Chairman and a Non-executive Director of Melco Crown Entertainment.

For media inquiries, please contact:

Melco Crown Entertainment

Maggie Ma

Tel: +852 3151 3767

Email: maggiema@melco-crown.com

Natalie Leung

Tel: +853 8868 7273

Email: natalieleung@melco-crown.com