

FOR IMMEDIATE RELEASE

Celebrate This Holiday Season With Amazing Rewards and Festive Fun at Studio City in Macau



Macau, Monday November 21, 2016 – As the holiday season rolls around, Studio City is ready to roll out its red carpet to all Macau visitors. The winter celebration will kick off with a dazzling array of exclusive offers for guests to indulge at the Hollywood-inspired, cinematically-themed resort. Highlights of the celebration include a million-dollar shopping rewards program, sumptuous festive feasting menus, street entertainment at Times Square Macau and a countdown party at Pacha Macau. Bringing visitors the very best of this winter season, qualified shoppers will be invited to enter the weekly lucky draw for shopping vouchers worth MOP 100,000 and the ultimate draw for the million-dollar shopping vouchers. This winter, Studio City has everything wrapped up to make your dreams come true.

Starting from November 21, 2016, Studio City will be launching its shopping rewards program to give away shopping vouchers worth MOP 100,000 for 7 consecutive weeks. Shoppers spending over a designated amount at The Boulevard at Studio City can fully enjoy shopping rewards including shopping vouchers, beauty products and complimentary hotel stay; shoppers spending MOP 50,000 within a day will be eligible to join the weekly draw and the ultimate lucky draw.

The holiday season spirit will be in full-swing at Studio City as the festive events and happenings have already begun to heat up. Guests can indulge in their favorite holiday treats from the traditional festive marketplace at Times Square Macau and pamper their taste buds with the festive gourmet at Studio City's award-winning restaurants. They can also enjoy a variety of world-class entertainment such as the thrilling Batman Dark Flight, the world's first

figure-8 and Asia's highest Ferris wheel – Golden Reel, and the amazing magic shows featuring a special winter line-up of magicians. Seasonal street entertainment with family-friendly performances is also one of the festive highlights that guests do not want to miss. With a host of festive celebrations and offerings available throughout the property, Studio City is certainly a holiday treat for all.

Come celebrate with Studio City all season long

- **Street Entertainment** – Enjoy colorful street entertainment and immerse in the vibrant festive atmosphere at Times Square Macau! Aside from the three regular daily festive parades featuring Tom and Jerry, we've even invited the talented artist Rob Lok from New York to bring you his unique blend of comedy and circus acts *Allez-OOPS!* - A LOUD Silent Comedy - and *It Takes Two*.



When: Every Saturday, Sunday and Public Holidays from November 21, 2016 to January 4, 2017.






- **Winter Market Place** – Visit the traditional festive marketplace for delicious food and souvenirs at Times Square Macau.

When: From December 1, 2016 to January 4, 2017, 12 noon to 9pm.

Winter Magic – Let the outstanding new line-up of world-class illusionists add a magical touch to your holidays! Purchase a standard adult ticket (\$450) one day in advance to receive a \$100 Dining Voucher*!

<p>HECTOR (SPAIN)</p> 	<p>2016/11/12 – 2017/1/29</p>	<p>Winning the FISM World Grand Prix in 2015, Hector was also crowned the World Champion of Manipulation at the same event.</p>
<p>LEON ETIENNE (USA)</p> 	<p>2016/11/21 –12/7</p>	<p>This renowned rock illusionist will wow you with his dynamic collection of visually exciting magical acts.</p>

ROCCO (USA) 	2016/12/3 – 2017/3/3	Recipient of the Merlin and Golden Lion Awards and a multi-category FISM award winner.
ARKADIO (SPAIN) 	2016/12/3 – 2017/5/23	Winner of “Mandrakes D’Or” in Paris and “Baguette D’Or” in the “Monte Carlo Magic Stars” competition.
TRAVIS WINKLER (USA) 	NOW – 2017/1/7	This scheming sorcerer and perennial trickster will astonish and amaze you with his reality-altering illusions.

*Varies according to the actual line-up of the day

- **Pacha Macau Countdown Party** – Come and join the famous DJs at the renowned Pacha Macau to welcome the New Year with champagne! More details on official website www.pachamacau.com.



- **Festive Taste Sensations** – Feel the festive joy at our delicious buffet or shop for sweet Christmas treats and succulent roasts for your party at home.

Spotlight – Buy 3 Get 1 Free (Prepay by December 15, 2016)

Dinner Buffet	2016/12/24-26, 31 & 2017/1/1	\$688* Complimentary welcome drink and gift
Brunch Buffet	2016/12/25 & 2017/1/1	
		Add \$138 Free-flow house wine and Champagne

Trattoria Il Mulino

Christmas Set Dinner	2016/12/25	\$588*
New Year's Eve Set Dinner	2016/12/31	\$688*
Takeaway Roasts	2016/11/1 –	from \$888*

	12/25	Free Chocolate Yule Log / Christmas Pudding. Booked by December 11, 2016 and get 10% off.
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Reservations & Orders: (853) 8865 6662

* Prices are in MOP and are subject to a 10% service charge

*Terms and conditions apply for all promotions, redemptions and giveaways



For more information, please visit Studio City official website at <http://www.studiocity-macau.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 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.

About Studio City

Studio City is set to take 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, Studio City will deliver more world-class entertainment amenities than any integrated resort in the market.

Studio City's stunning Art Deco facade includes the “Golden Reel”, the world's highest figure-8 Ferris wheel 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 theater “The House of Magic” and a Warner Bros. Batman-themed 4D flight simulation “Batman Dark Flight”, a 40,000-square-foot 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.

Studio City – This is Entertainment.

For further information on Studio City, please visit: www.studiocity-macau.com, follow us on Sina Weibo at www.weibo.com/studiocity and like us on Facebook at <http://www.facebook.com/studiocitymacau>. For our latest press releases, visuals and multimedia, please visit: <http://www.studiocitymacaumedia.com>

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