

**FOR IMMEDIATE RELEASE**

**Pierre Hermé Paris  
Macarons & Chocolats  
Set to Open at Studio City, Macau**

***The “Picasso of Pastries” makes his Macau debut***

**Macau, Thursday, August 27, 2015** – Pierre Hermé Paris is proud to announce plans for its first boutique in Macau at the US\$3.2 billion Studio City, the thrilling cinematically-themed entertainment and leisure destination in Macau.

Offering a true Parisian experience, the collections of Macarons & Chocolats will be available exclusively within Macau’s unique and ‘immersive’ retail entertainment environment, The Boulevard at Studio City, when the integrated resort regarded as Asia’s Entertainment Capital opens on October 27, 2015.

Chef Pâtissier Pierre Hermé originates from four generations of pastry chefs and began his career at the age of 14 as an apprentice to Gaston Lenôtre. The influence of this legendary Master Pâtissier was the beginning of a journey for Pierre Hermé, who, in his early 20’s, went on to become Head Chef Pâtissier of the exclusive Parisian Food Hall, Fauchon. He remained there for 11 years until 1996 when the Pierre Hermé Paris story began.

Pierre Hermé’s macarons have evolved over the course of his career. His initial foray into his lifelong relationship with the macaron started in the mid 1970’s when he questioned the traditional approach to this French delicacy. In 1986, he introduced new, bold flavors like Rose and Pistachio, which have now become classics in their own right. His passion continued to grow and he began to develop textures and flavor combinations like Lime & Basil. He also created seasonal macarons such as White Truffle & Hazelnut and played with texture and flavor release with Olive Oil & Vanilla, which are further enriched with small pieces of olive.

Pierre Hermé refers to his creative and design process as “The Architecture of Taste”. Like a perfumer, he has created his own blend of flavors such as the house vanilla selection, which combines three different types of vanilla - from Tahiti, Madagascar and Mexico, or his exclusive chocolate for creating Mogador - a signature milk chocolate and passion fruit flavor. The respect and curiosity given to the ingredients allows an intensity of flavor where, in the opinion of Pierre Hermé, sugar is added only as a condiment and salt to give balance.

# PIERRE HERMÉ

PARIS



The boutique in Macau will offer Pierre Hermé Paris Macarons such as Infiniment Chocolat Paineiras (Pure Origin Brazilian Dark Chocolate), Infiniment Rose (Rose & Rose Petal) or Mogador (Milk Chocolate & Passion Fruit), to name a few.

Also available in Macau will be the Pierre Hermé Paris chocolate collection. With a selection of house flavors and exclusive pure origin chocolate blends, this collection echoes the macarons with ganache's and pralines housed in a shell of exclusively blended chocolate.

"I am delighted at the opportunity of bringing the Pierre Hermé Paris experience to Macau," said Pastry Chef Hermé. "Studio City represents the new 'Architecture of Entertainment' in Macau. At the top of innovation, it is the perfect place in Macau to discover my universe of tastes, sensations and pleasures."

In the beautiful boutique, not only will the famous macarons and chocolate bonbons be in the spotlight - gourmet enthusiasts in Macau will also get to experience many more creations, each with the delicate flavor associations signature to Pierre Hermé Paris...irresistible cakes, a wide range of deliciously addictive confectionery, not to mention the truly whimsical chocolate snacks. The countdown has begun...

Studio City – This is Entertainment.

For further information on Studio City, please visit: [www.studiocity-macau.com](http://www.studiocity-macau.com), follow us on Sina Weibo at [www.weibo.com/studiocity](http://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: [www.studiocitymacaumedia.com](http://www.studiocitymacaumedia.com)

### 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 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", "design", "on track", "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

STUDIO CITY 新濠影滙

澳門路氹連貫公路 Estrada do Istmo, Cotai, Macau 電話 T (853) 8865 8888 傳真 F (853) 8869 8888 網址 W [studiocity-macau.com](http://studiocity-macau.com)



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

# PIERRE HERMÉ

PARIS



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 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 is also developing the planned 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 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, when it opens, 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 新濠影滙

澳門路氹連貫公路 Estrada do Istmo, Cotai, Macau 電話 T (853) 8865 8888 傳真 F (853) 8869 8888 網址 W [studiocity-macau.com](http://studiocity-macau.com)



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

# PIERRE HERMÉ

PARIS



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.

For further information on Studio City visit: [www.studiocity-macau.com](http://www.studiocity-macau.com) and follow us on Sina Weibo at [www.weibo.com/studiocity](http://www.weibo.com/studiocity).

## About Pierre Hermé Paris

Famous in France, Japan and the United States, the man that Vogue Magazine called "the Picasso of Pastry" has revolutionised pastry making with regard to taste and modernity. With "pleasure as his only guide", Pierre Hermé has invented a unique world of tastes, sensations and pleasures.

With his original approach to the profession of pastry chef, he transforms even the most firmly entrenched traditions. For example, he prefers discreet pastry decors and "uses sugar like salt, in other words, as a seasoning to heighten other shades of flavour." Refusing to sit on his laurels, he is always revising his own work, exploring new taste territories and revisiting his own recipes. As a result, praise has often been lavished on Pierre Hermé, who has been called "pastry provocateur" (Food & Wine), "an avant-garde pastry chef and a magician with tastes" (Paris-Match), "The Kitchen Emperor" (New York Times) and "The King of Modern Pâtisserie" (The Guardian), along with honours and decorations, as well as – most importantly – the admiring gratitude of connoisseurs of gourmet sweets.

Created in 1997 by Pierre Hermé and Charles Znaty, the company has been expanding strongly since 2010 on the international scene with several boutiques now located in Europe, Asia and the Middle East. The first Pierre Hermé Paris boutique opened in Tokyo in 1998, followed by a Paris boutique in 2001, located in the fashion district of Saint-Germain-des-Prés at 72 rue Bonaparte. Success was immediate in Tokyo and Paris alike. Every day, enthusiastic gourmets discovered Pierre Hermé pastries, macarons and chocolates while connoisseurs from around the world flocked to these temples of sweet delights. In 2015, Pierre Hermé Paris now counts more than 550 employees and over 45 boutiques across 12 countries (France, Japan, UK, Hong Kong, Germany, Qatar, UAE, South Korea, Thailand, Azerbaijan, Saudi Arabia and Macau). The brand, who also operates an online boutique at [www.pierreherme.com](http://www.pierreherme.com), is a member of the Comité Colbert and has an established partnership with the Raffles group and Ritz Carlton group.

## For investment community, please contact:

Ross Dunwoody  
Vice President, Investor Relations  
Tel: +853 8868 7575 or +852 2598 3689  
Email: [rossdunwoody@melco-crown.com](mailto:rossdunwoody@melco-crown.com)

## For media enquiry, please contact:

**Studio City**  
Maggie Ma  
Senior Vice President, Corporate  
Communications & PR  
Tel: +853 8868 3767 or +852 3151 3767  
Email: [maggiema@melco-crown.com](mailto:maggiema@melco-crown.com)

## Pierre Hermé Paris

Jennifer Lilley  
Tel : +33(0)1 77 37 37 28  
Email : [jennifer.lilley@pierreherme.com](mailto:jennifer.lilley@pierreherme.com)

STUDIO CITY 新濠影滙

澳門路氹連貫公路 Estrada do Istmo, Cotai, Macau 電話 T (853) 8865 8888 傳真 F (853) 8869 8888 網址 W [studiocity-macau.com](http://studiocity-macau.com)

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

PIERRE HERMÉ  
PARIS



STUDIO CITY 新濠影滙

澳門路氹連貫公路 Estrada do Istmo, Cotai, Macau 電話 T (853) 8865 8888 傳真 F (853) 8869 8888 網址 W [studiocity-macau.com](http://studiocity-macau.com)

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