

FOR IMMEDIATE RELEASE

**Studio City Opens with Hollywood Glamour
Hollywood Legends and Global Super Stars on Red Carpet
To Celebrate LIVE at Asia's Entertainment Capital**

The Most Spectacular Evening Ever In Macau

Macau – October 27, 2015 – Macau was in the spotlight for the most spectacular evening ever when Hollywood legends and global super stars graced the glittering red carpet at Studio City, Asia's entertainment capital this evening. Hundreds of global and regional media witnessed the glitz, the glamour and the excitement at this new cinematically-themed resort, capturing up close and personal interaction with some of the biggest stars on earth.

Tonight's star-studded red carpet ceremony saw entertainment partners, VIP guests and acclaimed celebrities in Asia including China top ten model Lu Yan, Josie and Conroy Chan as well as Real Ting; the highlights of the red carpet got underway with the arrival of global superstar and biggest selling female artist of all-time Mariah Carey, Asia's King of Dance Aaron Kwok and K-pop Sensation SISTAR prior to them taking the stage to rock the Studio City Event Center as part of the Grand Opening Extravaganza.

The 'Oscar' moment of the day came when Co-Chairman and CEO of Melco Crown Entertainment Mr. Lawrence Ho and Mrs. Sharen Ho, Co-Chairman of Melco Crown Entertainment Mr. James Packer were joined by the most culturally influential directors and actors in the history of Hollywood films including Academy Award-winning director Martin Scorsese, Robert De Niro, Leonardo DiCaprio and acclaimed producer Brett Ratner.

Set against the backdrop of art-deco inspired architecture, Studio City delivers movie-star treatment to all visitors. When the curtain is raised at Studio City Event Center later this evening, Studio City will come to LIFE, ushering in a new era of unique and world-class entertainment to the region.

PHOTO CAPTIONS

The red carpet ceremony was attended by Studio City's world leading entertainment partners, including **Mr. Franz Harary**, the internationally acclaimed illusionist and **Mr. Eddie Dean**, President and CEO of Pacha New York and Managing Director of Pacha Macau to celebrate the historical moment of the grand opening celebrations of Studio City.



Mr. Franz Harary (left)



Mr. Eddie Dean (left)

Studio City offers an array of world-class entertainment facilities, immersing visitors into the breathtaking world of cinema. Celebrities and fashion icons gathered tonight to get a preview of the highly innovative leisure and entertainment destination experience.



Josie Ho and Conroy Chan



*"I love the contemporary luxe feel of The Boulevard. The mix of shops is amazing. It really is the fashion destination in Macau," said **Lu Yan, China Top Ten Model.***



*“Studio City offers a movie-studio environment that can take you into a stunning Hollywood cinematic world, together with the backdrop of Art Deco-inspired architecture, I believe it will be a very unique experience to be filming here.” said **Carina Lau, Hong Kong Film Awards Winner.***



*“Among all the world-class entertainment offerings at Studio City, I’m most excited about the amazing magical experience presented by acclaimed illusionist, Franz Harary at The House of Magic and I can’t wait to bring my wife, Miriam here.” said **Real Ting, acclaimed celebrities from Hong Kong.***



K-pop Sensation **SISTAR** stunned their fans at the red carpet ceremony before their first ever musical performance in Macau.



“Asia’s King of Dance” **Aaron Kwok**—who will be bringing his “Aaron Kwok de Showy Masquerade Dreams Without Distance Live in Macau 2015” tour to Studio City this November—was one of the guest performers at the resort’s opening celebrations.

Global Superstar and Biggest Selling Female Artist of All-Time **Mariah Carey** made a gorgeous appearance at Studio City's red carpet ceremony and brought extra heat to the gala concert as one of the headliner performers.



(From left to right) Mrs. Sharen Ho, Mr. Lawrence Ho, Ms. Mariah Carey and Mr. James Packer



Mr. Lawrence Ho and Mrs. Sharen Ho

Mr. Lawrence Ho, Co-Chairman and Chief Executive Officer of Melco Crown Entertainment and **Mr. James Packer**, Co-Chairman of Melco Crown Entertainment were joined at the red carpet by Academy Award-winning director **Martin Scorsese**, Hollywood icons **Robert De Niro** and **Leonardo DiCaprio**, as well as acclaimed producer **Brett Ratner**.



(From left to right) Mr. James Packer, Mr. Leonardo DiCaprio, Mr. Martin Scorsese, Mrs. Sharen Ho, Mr. Lawrence Ho, Mr. Brett Ratner, Ms. Grace Hightower and Mr. Robert De Niro

Studio City – This is Entertainment.

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For our latest press releases, visuals and multimedia, please visit:
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 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), 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, and the newly opened 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 Stock Exchange 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 4,000-square-meter 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.

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

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