

**FOR IMMEDIATE RELEASE**

**Melco Garners PATA Gold Award for its collaboration with Hunan TV**

- *Leveraged influential TV channel and popular reality show to reach Mainland customers*
- *Creative programs to sustain momentum and generated impressive results*

**Macau, Friday, September 15, 2017** - Melco Resorts & Entertainment proudly announced today it has garnered the PATA Gold Award in the Hospitality Category for its collaboration with Hunan TV's number one reality show *Up Idol II* in 2016. Supported by the Macau Government Tourism Office (MGTO) since 1995, the PATA Gold Awards recognizes outstanding organizations and individuals in the tourism industry. Mr. Frederic Winckler, Melco's Executive Vice President, Chief Marketing and Brand Officer, accepted the award at the PATA Gold Award Ceremony today.

**Mr. Frederic Winckler** said, "We are deeply honored to be recognized by PATA. As a leading integrated resort developer, Melco has always strived to push the envelope and bring new experiences to visitors from around the world. The collaboration with Hunan TV was a great success. Not only did it introduce our resorts and our world-class entertainment to tens of millions of new customers, it also took viewers behind the scenes of the most spectacular stage production, giving them a glimpse of the magnificent work and the cutting edge technology dedicated to it.

"We would like to thank PATA for the significant recognition, and MGTO's support. We also wish to extend our heartfelt thanks to our colleagues, who worked tirelessly on the project – from the filming to the forming and execution of the marketing strategies – their contribution was indispensable."

Last summer, *Up Idol II*, the popular reality show chose Macau as the filming destination for the first time, showcasing Melco's iconic landmarks Studio City, City of Dreams' *The House of Dancing Water*, as well as many attractions of the city. The three-day race featuring ten celebrities was premiered on July 22, 2016 to over 13,000,000 viewers. It was ranked number one with the most viewership on the date of broadcast. The collaboration helped Melco's resorts and its headline entertainment gain impressive exposure in China.

In order to sustain the momentum, Melco launched the "Up Idol II x Dancing Water Backstage Adventure" immediately after the broadcast. The adventure invited guests to visit the fascinating backstage of the Dancing Water Theater, where they followed the footsteps of the celebrities in *Up Idol II*. It included a visit to the 3.7-million-gallon underwater stage, the dressing room, and the wardrobe that housed over 400 sets of handmade costumes. Participants also got up close and personal with the show's legendary stage set and props, such as the 17-meter high stage, and the giraffe in the opening scene.



Mr. Frederic Winckler (middle) received the PATA Gold Award from Ms. Maria Helena de Senna Fernandes, Director of MGTO (right) and Dr. Mario Hardy (left), CEO of PATA, at the PATA Gold Awards 2017 Ceremony today.

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#### **About Melco Resorts & Entertainment Limited**

The Company, with its American depository shares listed on the NASDAQ Global Select Market (NASDAQ: MLCO), is a developer, owner and operator of casino gaming and entertainment casino resort facilities in Asia. The Company 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. Its 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, a Philippine subsidiary of the Company 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 the Company, please visit [www.melco-resorts.com](http://www.melco-resorts.com).



The Company is strongly supported by its single largest shareholder, Melco International Development Limited, a company listed 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 the Company.

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