



Melco Crown Entertainment
新濠博亞娛樂

FOR IMMEDIATE RELEASE

MELCO CROWN ENTERTAINMENT UNVEILS NEW HOTEL BRAND “MORPHEUS” AT CITY OF DREAMS

***Creating a New Benchmark for a Contemporary Ultra-Luxurious
Hospitality Experience in Asia***

Macau, Tuesday, November 29, 2016 – Melco Crown Entertainment Limited (Nasdaq: MPEL) (“**Melco Crown Entertainment**” or the “**Company**” or “**we**”), a developer, owner and operator of casino gaming and entertainment casino resort facilities in Asia, today unveiled the new hotel brand created for the new fifth hotel tower at City of Dreams – **Morpheus**, which is named after the God of Dreams. The brand differentiates itself by embodying a new contemporary, simple yet stunning, and sophisticated kind of luxury like no others. Morpheus signifies the beginning of a new wave of opulent hospitality experience in Macau that has the potential to attract visitors from global destinations.

Morpheus, the new luxury hotel situates at a prime location within the premium integrated entertainment complex, City of Dreams, in Cotai, Macau. Its new vision on design, architecture and luxury is a unique representation of sophistication, smartness and conscientious contemporary hedonism. Morpheus champions a philosophy of quality in substance, which gracefully balances simplicity and style in an up-to-the-minute expression. The new hotel at City of Dreams is expected to commence operation in 2018.

“The new hotel brand Morpheus is designed to satisfy and inspire the dreams of tomorrow’s most sophisticated and aspirational international travelers. The intricately elegant tower that embodies Morpheus is the world’s first free-form exoskeleton high rise. It is another of the Company’s striking world’s first contribution to Macau to expedite the city’s development into a world center of tourism and leisure. We pride



ourselves on being the curator of excitements and we strive to build the coolest, most distinctive integrated resorts. This world-leading architectural masterpiece at City of Dreams is destined to become an icon in the Macau skyline and to set a new benchmark for a contemporary ultra-luxurious hospitality experience,” said **Mr. Lawrence Ho, Chairman and Chief Executive Officer of Melco Crown Entertainment.**

“We take a long term view on Macau and are dedicated to providing innovative and best-in-class hospitality, impeccable resort design with truly world-class entertainment and non-gaming attractions. Adding Morpheus into our mix is another demonstration of our faith in the city. We believe we are doing the city proud, and at the same time, leading Macau into an exciting future.”

Mr. Lionel Leong Vai Tac, Secretary for Economy and Finance said, “The Macau SAR Government is committed to the balanced development of the gaming industry and has always encouraged the operators to provide more non-gaming offerings. We appreciate the continuous effort of the gaming industry in creating world-class entertainment and non-gaming offerings. We are delighted to see another iconic landmark being erected in the heart of Macau. We believe it will further enhance Macau’s development of economic diversification.”

Dr. Alexis Tam Chon Weng, Secretary for Social Affairs and Culture said, “Having a new hotel designed by an architect as significant as the late Dame Zaha Hadid enriches not only the architectural but also the hospitality landscape of Macau. We are glad that Melco Crown Entertainment has chosen Macau to debut the Morpheus brand which offers avant-garde hospitality unseen in Macau. It will further reinforce Macau’s reputation as the World Center of Tourism and Leisure.”

Morpheus will be situated in the iconoclastic mega sculpture designed by the late Dame Zaha Hadid, DBE. The new tower is one of the last and most brilliant designs created by the legendary architect. It presents the world's first free-form exoskeleton architectural composition incorporating a number of architectural and technological breakthroughs. Inspired by jade artefacts, no two pieces on the structure are the same. It comprises two towers with a total of 39 floors, connected at both the podium levels and the roof. A series of voids gives it sophistication and volume along with a distinctive appearance as well as exciting internal space. The epitome of contemporary luxury, Morpheus offers state-of-the-art amenities and courteous, world-class and attentive services to guests that satisfy the subconscious beyond the physical senses.

The unparalleled accommodations housing approximately 780 guest rooms along with suites, sky villas and duplex villas and the unique quality of luxury hotel services will be perfectly complemented by guest facilities exceeding 5-star hotel standards topped off by an infinity swimming pool some 130 meters above the ground. Among these will stand out three posh villas with an interior private pool presenting a truly exclusive experience for our VIP guests. Morpheus will also offer yet another choice to guests who already appreciate our gastronomic delights at City of Dreams with a dining experience at sky bridges presenting a panoramic view over Cotai. A good array of premium food and beverage outlets will serve a range of international cuisines. Twelve high speed observation lifts through the atrium with spectacular views of the interior architecture will whisk guests from one spot to another. In creating these facilities we will tap the greatest talent available to make sure Morpheus delivers the best of luxurious experience.

Guests of Honor attending the press conference included: Mr. Lionel Leong Vai Tac, Secretary for Economy and Finance, Dr. Alexis Tam Chon Weng, Secretary for Social Affairs and Culture, Mr. Wang Xindong, Secretary-General of the Central People's



Government Liaison Office in Macao SAR, and Mr. Lawrence Ho, Chairman and Chief Executive Officer of Melco Crown Entertainment.

Morpheus – Luxury for a new age

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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



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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.

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