



Melco Crown Entertainment
新濠博亞娛樂

FOR IMMEDIATE RELEASE

**Triple Win for Altira Macau, awarded “Best Spa Hotel Asia Pacific”,
“Five-star Best Hotel Macau” & “Five-star Best Spa Hotel Macau”**

MACAU, June 17, 2011 – Altira Macau, a luxurious casino hotel developed, owned and operated by Melco Crown Entertainment Limited (NASDAQ: MPEL; “Melco Crown Entertainment” or the “Company”), was awarded “Best Spa Hotel Asia Pacific”, “Five-star Best Hotel Macau” and “Five-star Best Spa Hotel Macau” at the Asia Pacific Hotel Awards 2011. Altira Macau is the first Macau hotel property to be bestowed with such honor which recognizes the distinctive interior with outstanding services and amenities provided in both hotel and spa.

The Asia Pacific Hotel Awards, organized in association with Bloomberg Television, is part of the long established International Property Awards, one of the world’s most prestigious property competitions and widely regarded as a world-renowned mark of excellence.

“Altira Macau has established an international reputation as one of the finest luxury properties in Macau, garnering numerous awards for its sophisticated contemporary design, superior quality and exceptional service,” said Mr. Nicholas Naples, Co-Chief Operating Officer, Operations of Melco Crown Entertainment. “The continued success of Altira Macau is a testament of our in-depth understanding in the hospitality industry here in Asia.”

“We are very proud and delighted to be recognized by the distinguished Asia Pacific Hotel Awards,” said Mr. Michael French, Senior Vice President, General Manager of Altira Macau. “This represents international acknowledgement of our high standards in hospitality and spa experiences, and we would not have been able to achieve so much without the dedication and commitment of our staff and management, all of whom are passionate about customer service.”

Altira Macau has also received Forbes Five Star Ratings for Lodging and Spa for two years in a row. It offers 216 deluxe hotel rooms, including 24 suites and 8 villas; a number of world-class restaurants, including the Michelin-starred restaurant Aurora, and the stylish 38 Lounge; as well as the award-winning Altira Spa and a high-roller leisure entertainment area.



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Safe Harbor Statement

This announcement contains forward-looking statements. These statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. 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. The parent company of City of Dreams and Altira Macau, Melco Crown Entertainment Limited ("Melco Crown Entertainment") may also make written or oral forward-looking statements in its periodic reports to the U.S. Securities and Exchange Commission, 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 beliefs and expectations of Melco Crown Entertainment, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors affecting Melco Crown Entertainment could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: growth of the gaming market and visitation in Macau; increased competition and other planned casino hotel and resort projects in Macau and elsewhere in Asia; the completion of infrastructure projects in Macau; government regulation of the casino industry; the ability to raise additional financing; the formal grant of occupancy permits for areas of City of Dreams undergoing construction and/or development; anticipated growth strategies; and future business development, results of operations and financial condition. Further information regarding these and other risks is included in Melco Crown Entertainment's Annual Report on Form 20-F filed on April 1, 2011 and other documents filed with the U.S. Securities and Exchange Commission. Melco Crown Entertainment does not undertake any obligation to update any forward-looking statement, except as required under applicable law. All information provided in this press release is as of the date of this release, and Melco Crown Entertainment undertakes no duty to update such information, except as required under applicable law.

About Melco Crown Entertainment Limited

Melco Crown Entertainment Limited ("Melco Crown Entertainment"), an entertainment company listed on the NASDAQ Global Select Market (NASDAQ: MPEL), is a developer, owner and through a Macau subsidiary which holds a gaming sub-concession, an operator of casino gaming and entertainment casino resort facilities focused on the Macau market. Melco Crown Entertainment currently operates Altira Macau (www.altiramacau.com) (formerly Crown Macau), 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 feature a total of approximately 1,600 gaming machines in eight locations and comprise the largest non-casino based operations of electronic gaming machines in Macau. 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 Limited ("Crown"). Melco is a listed company on the Hong Kong Stock Exchange and is substantially owned and led by Mr. Lawrence Ho, who is Co-Chairman, a Director and the CEO of Melco Crown Entertainment. Crown is a top-50 company listed on the Australian Stock Exchange and led by Executive Chairman Mr. James Packer, who is also Co-Chairman and a Director of Melco Crown Entertainment.

About Altira Macau

Altira Macau is operated by Melco Crown Entertainment Limited, an entertainment company listed on the NASDAQ Global Select Market (NASDAQ: MPEL), and is a contemporary luxurious hotel and casino offering premium entertainment, elegant facilities, together with highly personalized and tailored customer service catering primarily to the Asian-oriented high roller gaming market. Altira Macau features a 38-storey tower including approximately 183,000 square feet of dazzling multi-level casino as well as exclusive private gaming salons. The complex also features a contemporary luxurious Forbes Five Star rating hotel with 216 spacious guestrooms, including 24 luxurious suites and 8 elegant



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villas, world-class restaurants including the Michelin-starred restaurant Aurora, stylish 38 Lounge and the luxurious, award winning, Altira Spa. For more information please visit: www.altiramacau.com.

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