



Melco Crown Entertainment
新濠博亞娛樂

FOR IMMEDIATE RELEASE

Melco Crown Entertainment Garnered 2011 CIO 100 Awards

Only Entertainment and Gaming Company to be Recognized for Creating Business Value and Strategic Impact through Integrated Technologies and Processes

New York, June 2, 2011 – Melco Crown Entertainment Limited (NASDAQ: MPEL) (“Melco Crown Entertainment”) , a developer and owner of casino gaming and entertainment resort facilities focused on the Macau market, has been named a recipient of the 2011 CIO 100 Awards by the IDG Group CIO Magazine. Every year, the CIO 100 Awards honors 100 companies worldwide that demonstrate excellence and achievement in IT. This prestigious honor is a testament of Melco Crown Entertainment’s ongoing efforts in utilizing innovative integrated technologies and processes to create positive business performance.

In 2010, Melco Crown Entertainment embarked on an aggressive initiative on “Optimization, Integration, Standardization and Harmonization”. Results of this initiative include reducing duplicate networks and increasing operational efficiency.

Mr. Roger Seshadri, Senior Vice President and Chief Information Officer of Melco Crown Entertainment, said: “We are proud of being recognized by this coveted award and it reaffirms Melco Crown Entertainment’s vision statement ‘The Future is Ours’. We will continue to apply the Service Oriented Architecture across our operations that will create outstanding value-add to our businesses and lead the industry by providing our customers with exceptional service through our innovative technology.”

In 2010, Melco Crown Entertainment was named honoree of CIO 100 Asia, and winner of Enterprise Innovation Awards by IDC Asia in Hong Kong.

Melco Crown Entertainment operates City of Dreams (www.cityofdreamsmacau.com), its flagship integrated leisure and entertainment resort and home of The House of Dancing Water, the world's largest water-based performance; Altira Macau (www.altiramacau.com), a Forbes Five-Star luxurious casino hotel; and Mocha Clubs (www.mochaclubs.com), one of Macau's largest non-casino based electronic gaming chain.



Melco Crown Entertainment 新濠博亞娛樂

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. Melco Crown Entertainment Limited (the "Company") 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 the Company's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors 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; our ability to raise additional financing; the formal grant of occupancy permits for areas of City of Dreams undergoing construction and/or development; our anticipated growth strategies; and our future business development, results of operations and financial condition. Further information regarding these and other risks is included in our Annual Report on Form 20-F filed on April 1, 2011 and other documents filed with the Securities and Exchange Commission. The Company 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 the Company undertakes no duty to update such information, except as required under applicable law.

About Melco Crown Entertainment Limited

Melco Crown Entertainment Limited (the "Company"), 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. The Company 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. The Company'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 the Company, please visit www.melco-crown.com.

The Company 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 the Company. 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 the Company.



Melco Crown Entertainment
新濠博亞娛樂

For media enquiry, please contact:
Melco Crown Entertainment Limited

Maggie Ma

Head of Corporate Communications

Tel: +852 3151 3767 Email: maggiema@melco-crown.com

Strategic Financial Relations Limited

Mandy Go	Tel: (852) 2864 4812	Email: mandy.go@sprg.com.hk
Angela Ng	Tel: (852) 2864 4855	Email: angela.ng@sprg.com.hk
Sherman Yu	Tel: (852) 2114 4956	Email: sherman.yu@sprg.com.hk