



**Melco Crown Entertainment**  
**新濠博亞娛樂**

**FOR IMMEDIATE RELEASE**

## **Melco Crown Entertainment is the World's First Hospitality Company to Achieve ISO 20000 Certification**

**First-ever ISO 20000 Certification Awarded in Macau;  
IT Service Management Pioneers Industry and Sets New Benchmarks**

**New York, July 28, 2011** – Melco Crown Entertainment Limited (NASDAQ: MPEL) (“Melco Crown Entertainment” or the “Company”), a developer and owner of casino gaming and entertainment resort facilities focused on the Macau market, has become the world's first hospitality company to achieve the ISO 20000 certification for IT Service Management System.

ISO 20000, based on Information Technology Infrastructure Library (ITIL) Version 3.0 Framework, is considered the gold standard for IT service management in the world. It reflects the maturity of the Company's integrated process approach to effectively deliver business technology services to meet customer and business requirements across all functional units and business collaborators by using private cloud architecture.

The newly acquired certification complements the ISO 27001 Certification for IT Security Management System the Company received in 2009.

Mr. Roger Seshadri, Senior Vice President and Chief Information Officer of Melco Crown Entertainment, said, “It was an extremely rigorous exercise and I am very proud of our team for their tireless efforts in implementing all the best practices resulted in this prestigious international recognition.

“I would also like to thank our Co-Chairman and CEO, Mr. Lawrence Ho, and the whole management team for being open-minded, giving us full support for doing something no company has ever done here in Macau - it is exactly because we dare to do something no one has done before that we lead the industry. Our courage and innovation will continue to set new industry standards.”

Melco Crown Entertainment's information technology innovation has been widely recognized



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globally. The Company has been a recipient of CIO 100 Award in 2011 and CIO 100 Asia Award in 2010 presented by CIO Magazine, and winner of Enterprise Innovation Awards presented by IDC Asia in Hong Kong.

Melco Crown Entertainment owns and operates City of Dreams ([www.cityofdreamsmacau.com](http://www.cityofdreamsmacau.com)), 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](http://www.altiramacau.com)), a Forbes Five-Star luxurious casino hotel; and Mocha Clubs ([www.mochaclubs.com](http://www.mochaclubs.com)), one of Macau's largest non-casino based electronic gaming chain.

### **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



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([www.altiramacau.com](http://www.altiramacau.com)) (formerly Crown Macau), 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. The Company's business also includes the Mocha Clubs ([www.mochaclubs.com](http://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](http://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.

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