



Melco Crown Entertainment
新濠博亞娛樂

FOR IMMEDIATE RELEASE

**Melco Crown Entertainment's Flagship Property Leads Industry in
Environmental Protection Efforts**

**City of Dreams is the first-in-Macau to get Indoor Environmental Quality
Certification; all three hotels received 2010 Macao Green Hotel Award**

MACAU, July 6, 2011 – Melco Crown Entertainment Limited (NASDAQ: MPEL) (“Melco Crown Entertainment” or “Company”), a developer and owner of casino gaming and entertainment resort facilities focused on the Macau market, and its properties’ efforts in environmental protection has been recognized by multiple awards in 2011, fortifying Melco Crown Entertainment’s leadership in using environmental-friendly facilities and equipments in its operations.

Melco Crown Entertainment’s flagship resort, City of Dreams, is the first integrated and entertainment resort in Macau to receive Indoor Environmental Quality (IEQ) Certification issued by SGS, a world-wide international certification company. The IEQ Certification of City of Dreams speaks for the level of comfort, hygienic and sanitary conditions and air quality in all its common areas, including gaming area, restaurants, hotels and shopping areas.

Meanwhile, all three hotels in City of Dreams including Crown Towers, Hard Rock Hotel and Grand Hyatt Macau have received the Bronze Award in the 2010 Macao Green Hotel Award. The award is organized by Macau Environmental Protection Bureau with the collaboration of Macao Government Tourist Office, and supported by several local trade associations. The award has been designed to leverage the importance of environmental management within the sector, and honor hotel establishments that have committed to environmental management.

“We are honored to be recognized both locally and internationally for the efforts we have put into making City of Dreams a truly green resort. We have always considered protecting the environment as one of our core values at Melco Crown Entertainment, and these recognitions are testament to our commitment in putting our core value into practice in our day-to-day operations,” said **Mr. Lawrence Ho, Co-Chairman and Chief Executive Officer, Melco Crown Entertainment.**

“While we continue to grow our business across our properties, we see contributing to the sustainable environment as one of our utmost priorities.”

City of Dreams and its hotels have also garnered multiple awards over the first half of 2011 for its service standards and its diverse leisure and entertainment offerings. City of Dreams was awarded “Best Casino VIP Room” and “Best Casino Interior Design” at the International Gaming Awards, and received “Hazard Analysis and Critical Control Points (HACCP) Certification” from SGS for its high standards of food safety. Crown Towers was named “Best Luxury Hotel Spa” at the World Luxury Spa Awards, while Grand Hyatt Macau was selected as the “Best Luxury Hotel in Macau” at the TTG China Travel Awards.

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Photo Caption (1): Representatives of Melco Crown Entertainment and City of Dreams received the 2010 Macao Green Hotels Award



Photo Caption (2): Representatives of Melco Crown Entertainment and City of Dreams together with the official party of 2010 Macao Green Hotels Award and other awardees.



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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. 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 ("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.



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