



**FOR IMMEDIATE RELEASE**

## **‘DREAMPLAY BY DREAMWORKS’ OFFICIALLY OPENS AT CITY OF DREAMS MANILA**

**MANILA – June 12, 2015:** The world’s first DreamWorks-themed, indoor interactive play and creativity center, ‘DreamPlay by DreamWorks’, celebrated its official opening at City of Dreams Manila to great fanfare involving excited children and beloved DreamWorks animated characters, together with a stellar line-up of VIP celebrity parents.

**Mr. Lawrence Ho, co-chairman and CEO of Melco Crown Entertainment** was joined by **DreamWorks Animation Chief Executive Officer Mr. Jeffrey Katzenberg**, in a ribbon-cutting ceremony to formally open the family entertainment destination.

They were joined at the celebratory event by a host of dignitaries and celebrities including, the Mayor of Parañaque City Mr. Edwin Olivarez; and celebrity stars and their families, including Kaye and Freddie Tinga; Tessa Valdes; David and Jennifer Celdran; Mikaela and Chucho Martinez; Grace and Lauro Baja; Gian and Joy Sotto; and Cecile and Jeroen van Straten to name a few.

The DreamPlay center is a first-of-its-kind environment where kids can play and participate in a wide range of creative activities and fun-filled experiences with the characters of DreamWorks Animation’s world-famous films, including “Kung Fu Panda,” “Shrek,” “Madagascar” and “How to Train Your Dragon.”

DreamPlay features twelve original attractions including learning Kung Fu with Po, the Kung Fu Panda; exploring Shrek’s swamp with the big green ogre himself; testing dragons for flight alongside Hiccup and Toothless; embarking on seafaring adventures with the Penguins of Madagascar. Each



franchise area represents a different type of interactive learning, with Kung Fu Panda teaching physical activity and agility; Madagascar involving physics, buoyancy and trajectories; Shrek teaching food preparation and cooking skills at 'Cooking with Gingy'; and 'How to Train Your Dragon' exploring the principles of flight and aerodynamics.

The facility has enjoyed high levels of visitation, exceeding initial expectations, since first opening its doors to the public in March. The 5,000 sq. meter creative play-center brings a new dynamic to family-focused entertainment in Manila and the Philippines as part of Melco Crown Philippines' strategy to widen the domestic, regional and international appeal of the city to leisure destination seekers.

Each 'DreamPlay' experience has been designed by the artistic and creative forces of DreamWorks Animation and iP2 Entertainment. It combines the best elements of the DreamWorks library with the hands-on activities of a play-center inspired by learning through creativity, to produce a truly one-of-a-kind entertainment facility the whole family can enjoy.

"Melco Crown Philippines is thrilled to officially introduce 'DreamPlay by DreamWorks' to the overall entertainment offerings at City of Dreams Manila, already enjoyed by millions of visitors since our initial opening December last year," **said Mr. Clarence Chung, Chairman and President, Melco Crown (Philippines) Resorts Corporation.** "'DreamPlay by DreamWorks' is key to our family-entertainment appeal and ensures that City of Dreams Manila truly has something for everyone - as a compelling visitor leisure destination for families across the region. City of Dreams Manila now enjoys a comprehensive range of world-class entertainment facilities, developed by Melco Crown Philippines with the strategic aim of further diversifying the tourism potential of Manila and the Philippines."

"This is a very exciting day for DreamWorks and we are delighted to have the opportunity to work with Mr. Lawrence Ho and Mr. James Packer, to introduce DreamPlay to Manila," **said DreamWorks Animation's Head of Retail Development & Entertainment Paul Kurzawa.**



“We are continually working to build experiences that bring the stories of DreamWorks to life and with DreamPlay, we’ve introduced a fantastically fun and creative destination for the entire family.”

The ‘DreamPlay by DreamWorks’ play-center is open every day from 10am to 10pm, and is situated on Level 2, Shops at the Boulevard retail arcade in City of Dreams Manila.

City of Dreams Manila has been developed by integrated casino resort developer MCE Leisure (Philippines) Corporation (“MCE Leisure Philippines”) in cooperation with SM Group’s Belle Corporation and is under the sole management and operation by MCE Leisure Philippines, a subsidiary of Melco Crown (Philippines) Resorts Corporation (a company listed on the Philippine Stock Exchange with trading symbol “MCP”, which is a subsidiary of Melco Crown Entertainment Limited (SEHK: 6883) (NASDAQ: MPEL), a developer and owner of casino gaming and entertainment resort facilities in Asia.

Strategically located at the gateway to Manila’s Entertainment City, the over USD 1 billion City of Dreams Manila is now delivering on its stated aim to become the premier leisure and entertainment destination in the Philippines and within the region.

###

Copyright © 2015 Melco Crown (Philippines) Resorts Corporation. All rights reserved.  
All information is subject to change without notice.

Copyright © 2015 DreamWorks Animation LLC. All Rights Reserved.

### **Melco Crown Entertainment Safe Harbor Statement**

This 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, and (v) 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 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.

#### **Caution Concerning Forward-Looking Statements – DreamWorks Animation**

This document includes certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. The Company's plans and expectations regarding its recently announced restructuring plan as well as its beliefs and expectations concerning performance of our current and future releases and anticipated talent, directors and storyline for our upcoming films and other projects, constitute forward-looking statements. These statements are based on current expectations, estimates, forecasts and projections about the industry in which we operate and management's beliefs and assumptions. These statements are not guarantees of future performance and involve risks, uncertainties and assumptions which are difficult to predict. Actual results may vary materially from those expressed or implied by the statements herein due to changes in economic, business, competitive, technological and/or regulatory factors, and other risks



and uncertainties affecting the operation of the business of DreamWorks Animation SKG, Inc. These risks and uncertainties include: audience acceptance of our films, our dependence on the success of a limited number of releases each year, the increasing cost of producing and marketing feature films, piracy of motion pictures, the effect of rapid technological change or alternative forms of entertainment and our need to protect our proprietary technology and enhance or develop new technology. In addition, due to the uncertainties and risks involved in the development and production of animated feature projects, the release dates for the projects described in this document may be delayed. For a further list and description of such risks and uncertainties, see the reports filed by us with the Securities and Exchange Commission, including our most recent annual report on Form 10-K and our most recent quarterly reports on Form 10-Q. DreamWorks Animation is under no obligation to, and expressly disclaims any obligation to, update or alter its forward-looking statements, whether as a result of new information, future events, changes in assumptions or otherwise.

### **About City of Dreams Manila**

City of Dreams Manila opened its doors to the public in December 2014 and marked the formal entry of Melco Crown Entertainment into the fast-growing and dynamic tourism industry in the Philippines. The new integrated casino resort at Entertainment City, Manila Bay, Manila, is solely operated and managed by MCE Leisure.

The dynamic and innovative resort complex, located on an approximately 6.2-hectare site at the gateway to Entertainment City, includes the ultimate in entertainment, hotel, retail and dining and lifestyle experiences with aggregated gaming space, including VIP and mass-market gaming facilities with up to approximately 380 gaming tables, 1,700 slot machines and 1,700 electronic table games.

The integrated resort features three distinctive entertainment venues, including the world's first 'DreamPlay by DreamWorks' education-based interactive family entertainment center: a live performance central lounge inside the casino: and Chaos & Pangaea nightclubs situated at the



Fortune Egg, an architecturally-unique structure, with creative exterior lighting design and an iconic landmark of the Manila Bay area.

City of Dreams Manila delivers an unparalleled entertainment and hospitality experience to the Philippines and is playing a key role in strengthening the depth and diversity of Manila's leisure, business and tourism offering, enhancing its growing position as one of Asia's premier leisure destinations. It has been developed to specifically meet the needs of the large, rapidly growing and increasingly diverse audience of leisure and entertainment seekers both in the Philippines and those visiting Manila from across the Asia region and around the world.

#### **About Melco Crown (Philippines) Resorts Corporation**

Melco Crown (Philippines) Resorts Corporation, with its shares listed on the Philippine Stock Exchange (PSE: MCP), is a subsidiary of Melco Crown Entertainment (SEHK: 6883; NASDAQ: MPEL). It has developed City of Dreams Manila, a casino, hotel, retail and entertainment integrated resort in Manila, which has six hotel towers, including the Crown Towers hotel, Nobu Hotel and Hyatt City of Dreams Manila, numerous specialty restaurants and bars, gaming facilities, a multi-level car park, as well as three separate entertainment venues. For more information about Melco Crown Philippines, please visit [www.melco-crown-philippines.com](http://www.melco-crown-philippines.com)

#### **About DreamWorks Animation**

DreamWorks Animation creates high-quality entertainment, including CG animated feature films, television specials and series and live entertainment properties, meant for audiences around the world. The Company has world-class creative talent, a strong and experienced management team and advanced filmmaking technology and techniques. All of DreamWorks Animation's feature films are produced in 3D. The Company has theatrically released a total of 31 animated feature films, including the franchise properties of Shrek, Madagascar, Kung Fu Panda, How to Train Your Dragon, Puss In Boots and The Croods.



### **About iP2Entertainment**

iP2Entertainment is a diversified international family entertainment and media company that develops and operates Out of Home entertainment experiences based on some of the most iconic brands in the world. The Company's mission is to immerse families into the worlds of characters they know and love through innovative, memorable, and compelling experiences designed to entertain as well as educate through play and fun.

### **For Investment Community, please contact:**

#### **Melco Crown Entertainment**

Ross Dunwoody

Vice President, Investor Relations

Tel: +853 8868 7575 or +852 2598 3689

Email: [rossdunwoody@melco-crown.com](mailto:rossdunwoody@melco-crown.com)

### **For media enquiry, please contact:**

#### **Melco Crown Philippines**

Charisse Chuidian

Vice President, Public Relations

Tel: + 63 2 663 8920

or mobile +63 917 556 1815

Email: [CharisseChuidian@cod-manila.com](mailto:CharisseChuidian@cod-manila.com)

#### **Melco Crown Entertainment**

Maggie Ma

Head of Corporate Communications

Tel: +853 8868 3767 or +852 3151 3767

Email: [MaggieMa@melco-crown.com](mailto:MaggieMa@melco-crown.com)



**FleishmanHillard Hong Kong**

Kitty Lee

Vice President

Tel +852 2586 7861

Email: [Kitty.Lee@fleishman.com](mailto:Kitty.Lee@fleishman.com)

**FleishmanHillard Manila**

Wem Mangcucang

Senior Account Manager

Tel: +63 2 892 7838

or mobile +63 905 493 1966

Email: [Wem.Mangcuang@fleishman.com](mailto:Wem.Mangcuang@fleishman.com)

**DreamWorks Animation**

Matt Lifson

Director, Public Relations

Tel 818 695 6576

Email: [matt.lifson@dreamworks.com](mailto:matt.lifson@dreamworks.com)