

**For immediate release**

## **City of Dreams - Macao Fashion Week 2013 Held Title Sponsorship MOU Signing Ceremony**

**MACAU – Wednesday July 24, 2013:** Macau Productivity and Technology Transfer Centre (CPTTM) and Melco Crown Entertainment (MCE) jointly officiated the signing ceremony at City of Dreams' Grand Hyatt Macau today and announced the title sponsorship of 'City of Dreams - Macao Fashion Festival 2013', which is to be held from Oct 17 to Oct 20. MCE is the first commercial organization that gives its full support to this annual festival for the Macau fashion industry. Co-organized by the Macau Productivity and Technology Transfer Center (CPTTM) and the Macao Trade and Investment Promotion Institute (IPIM), the annual fashion festival aims to gather renowned designers from Beijing, Dalian, Hangzhou, Guangzhou, Taipei, Hong Kong, Korea and Macau to participate in the fashion shows and promote exchange and cooperation.

The MOU was signed by Ms. Akiko Takahashi, Melco Crown Entertainment's Executive Vice President, Chief Human Resources and Corporate Social Responsibility Officer, Mr. Kent Wong, Senior Advisor and Chairman of Steering Committee, Dr. Shuen Ka Hung, Director-General of CPTTM and Ms. Victoria Kuan, Senior Manager of CPTTM. The ceremony signified Melco Crown Entertainment's flagship integrated resort City of Dreams' title sponsorship to the 'City of Dreams - Macao Fashion Festival 2013'.

**Dr Shuen Ka Hung, Director-General of Macau Productivity and Technology Transfer Center, said:** "CPTTM thanks Melco Crown Entertainment for title sponsoring the <Macao Fashion Festival> event for the first time. The enormous international network established by Melco Crown Entertainment will be hugely useful for promoting the Festival to the world. The trendy style of our Festival matches perfectly with the up-scale image of City of Dreams, our title sponsor. We firmly believe that our collaboration will become an active catalyst to inspire further development of the fashion and creative industry of Macau. It will be a powerful encouragement and support for local designers, spurring them to continuously create fashions that exalt local characteristics, taking Macau further into regional cooperation and development."



**Ms. Akiko Takahashi, Executive Vice President, Chief Human Resources and Corporate Social Responsibility Officer of Melco Crown Entertainment, said:** “We deeply appreciated the invitation from CPTTM, which gives us such a good opportunity to contribute to local fashion design industry. With deep roots in Macau, Melco Crown Entertainment is not just a good employer to our staff members but also a good company that cares about our community. Fostering the vision of our Co-chairman and CEO, Mr. Lawrence Ho, MCE has always strived to nurture local young talents in respective areas. Last year we co-organized the groundbreaking MCE Yundi Li Music Competition with the Macau Cultural Affairs Bureau and the MCE Youth Design Contest with the Macau Polytechnic Institute. Through these signature events, we offered young people of Macau once-in-a-lifetime dream-come-true opportunities to study abroad.”

**Mr. Kent Wong, Senior Advisor and Chairman of Melco Crown Entertainment’s Steering Committee, said,** “Not only has CPTTM nurtured numerous local designers in the past decade, they also founded the annual fashion festival and provide a platform for local designers to show their talent to the world. The uniqueness of Melco Crown Entertainment lies in supporting local youth and creative industry development to reach out to the world. Last year we provided internship opportunity to the winner of MCE Youth Design Contest at the Headquarters of Franco Dragone Entertainment Group in Belgium. Based on the same belief, we want to broaden the horizons of local talents through this title sponsorship and as a result, building a brighter future for Macau. ”

At the ceremony, Victoria Kuan, Senior Manager of CPTTM, introduced the six local Macau designers who will participate in the upcoming City of Dreams - Macao Fashion Week 2013, they were Stella Tang, Ng Sao Chan, Vincent Cheang, Isabella Choi, San Lee and Akina Lei, and models took turn to showcase the their designs.

CPTTM will organize a press conference to announce details of the Fashion Festival in October. For enquiries, please contact CPTTM at 8898 0815.

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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. 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, (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 announcement 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, with its shares listed on the Main Board of The Stock Exchange of Hong Kong Limited (the "Hong Kong Stock Exchange") (SEHK: 6883) and its American depositary shares listed on the NASDAQ Global Select Market (NASDAQ: MPEL), is a developer and owner of casino gaming and entertainment casino resort facilities in Asia. Melco Crown Entertainment currently operates Altira Macau ([www.altiramacau.com](http://www.altiramacau.com)), 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. Melco Crown Entertainment's business also includes the Mocha Clubs ([www.mochaclubs.com](http://www.mochaclubs.com)), which comprise the largest non-casino based operations of electronic gaming machines in Macau. The Company is also developing the planned Studio City Project, a cinematically-themed integrated entertainment, retail and gaming resort in Cotai, Macau. In the Philippines, MCE Leisure (Philippines) Corporation, a subsidiary of Melco Crown Entertainment, has been cooperating with SM Group's Belle Corporation to develop and operate a casino, hotel, retail and entertainment integrated resort in the Entertainment City complex in Manila. For more information about Melco Crown Entertainment, please visit [www.melco-crown.com](http://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, an Executive Director and the CEO of Melco Crown Entertainment. Crown is a top-50 company listed on the Australian Securities Exchange and led by Executive Chairman Mr. James Packer, who is also Co-Chairman and a Non-executive Director of Melco Crown Entertainment.

## About City of Dreams

City of Dreams is developed by Melco Crown Entertainment Limited, an entertainment company listed on the Main Board of The Stock Exchange of Hong Kong Limited (the “Hong Kong Stock Exchange”) (SEHK: 6883) and the NASDAQ Global Select Market (NASDAQ: MPEL). It is an integrated entertainment resort that has established itself as a premier leisure and entertainment destination in Macau. Located in the heart of Cotai in Macau, it combines electrifying entertainment, a diverse array of accommodation, regional and international dining, designer brand shopping and a spacious and contemporary casino. The resort brings together a collection of world-renowned brands including Crown, Grand Hyatt, Hard Rock and Dragon to create an exceptional entertainment experience that aims to appeal to a broad spectrum of visitors from around Asia and the world. City of Dreams features a 420,000-square-foot casino with approximately 400 gaming tables and approximately 1,300 gaming machines; over 20 restaurants and bars; an impressive array of some of the world’s most sought-after retail brands; and Dragon’s Treasure, an iconic and spectacular audio visual multimedia experience. ‘The House of Dancing Water’, the world’s largest water-based extravaganza showcased in the purpose-built Dancing Water Theater, represents the live entertainment centerpiece of City of Dreams’ overall leisure and entertainment offering. A comprehensive range of accommodation options at City of Dreams include Crown Towers offering approximately 300 guest rooms, Hard Rock Hotel offering approximately 300 guest rooms and Grand Hyatt Macau offering approximately 800 guest rooms. A second planned phase of development at City of Dreams will feature an apartment hotel consisting of approximately 800 units. For more information please visit: [www.cityofdreamsmacau.com](http://www.cityofdreamsmacau.com) (Official Website) and [www.cityofdreamsmedia.com](http://www.cityofdreamsmedia.com) (Media Portal). For The House of Dancing Water information, please visit [www.thehouseofdancingwater.com](http://www.thehouseofdancingwater.com) (Official Website) and [www.thehouseofdancingwatermedia.com](http://www.thehouseofdancingwatermedia.com) (Media Portal).

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