



**FOR IMMEDIATE RELEASE**

## **DREAMS START FOR CITY OF DREAMS MANILA**

***Thousands witnessed spectacular launch of Manila's world-class entertainment-inspired leisure destination***

**MANILA – Tuesday, February 3, 2015:** A spectacularly successful grand launch event at City of Dreams Manila saw over 30,000 visitors experience Manila's first-ever world-class entertainment-inspired leisure destination.

The landmark event was officiated by Melco Crown Entertainment's Co-Chairman and CEO Mr. Lawrence Ho, Co-Chairman Mr. James Packer, government dignitaries and VIP guests to officially launch the over USD 1 billion resort at Manila's latest tourist destination, Entertainment City.

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).

Mr. Cristino Naguiat Jr, Chairman and CEO of PAGCOR said: "The magnificence of the City of Dreams Manila grand launch last night was testimony to how Melco Crown Entertainment has opened up a new chapter of entertainment experience in the Philippines. I am confident that the new benchmark set by this entertainment-inspired resort will help Entertainment City and Manila to being one of the leading premier leisure destinations in Asia."



Thousands of excited visitors witnessed Melco Crown Entertainment's Co-Chairman and CEO Mr. Lawrence Ho and Mrs. Sharen Ho; Co-Chairman Mr. James Packer; and Mr. Clarence Chung, Chairman & President of Melco Crown Philippines as they were joined Mr. Cristino Naguiat Jr, Chairman and CEO of PAGCOR, Mr. Henry Sy Jr, Chairman of SM Prime Holdings, turning the ceremonial keys – opening the 'Fortune Egg' of City of Dreams Manila and cascading a 'Dream Cloud' of mechanical butterflies - to officially mark the launch of the integrated resort.

Celebrations of Manila's newest world-class gaming and entertainment destination started with a glamorous red carpet entrance of celebrities and socialites preceded a prestigious gala dinner event attended by government officials, business partners and VIP guests.

Meanwhile, a crowd of over 5,000 movers and shakers partied at the sell-out 'Concert of Dreams' and were wowed by a stellar line-up of international and Philippines' stars, with headliners Ne-Yo, international R&B heartthrob, and Kelly Rowland, the Grammy-award winning singer, who was formerly part of one of the most successful female groups of all time, Destiny's Child, supported by a host of top local artists including Gary Valenciano, Zsa Zsa Padilla, Kyla and Jed Madela.

Kelly said: "It's been awesome to be here in Manila and to perform at this launch of City of Dreams, such an international entertainment resort brand, along with my friend Ne-Yo as well as all these incredible performing stars from the Philippines – such amazing talent. What a spectacular evening"

Headlining the celebratory 'Dream Concert', Ne-Yo said: "City of Dreams Manila... wow, what a sensational place. As an entertainer it's been fantastic is to see young up and coming local musicians in the property now mixing it up on the concert stage with us established guys internationally and from the Philippines. I've had a ball performing here at this grand launch. I'll be back."

Government officials, business partners and leading socialites including Tessa Prieto Valdes, Mia Borromeo, Sandie & Manoling Poblador, Rajo Laurel and Teddy & Louie Locsin, together with other VIP guests, then attended a prestigious celebratory black-tie dinner and enjoyed the special 'Journey of Dreams'



entertainment, with special dinner-cabaret performances by Jed Madela, Zsa Zsa Padilla, and headline stars Kelly Rowland and Ne-Yo.

Earlier in the day hundreds of representatives from international and regional media joined the assembled ranks of Philippines media corps, to attend a special press conference and interview opportunities with Mr. Lawrence Ho and Mr. James Packer, where the audience enjoyed the impressive talk-around-town TV promotional film, starring Hollywood superstars Robert De Niro, Leonardo DiCaprio and Martin Scorsese, and produced by the internationally-acclaimed RatPac Entertainment producer and director Brett Ratner.

**Melco Crown Entertainment’s Co-Chairman and CEO Mr. Lawrence Ho**, said: “Our successful official launch marks the start of our exciting mission to deliver the ultimate in sophisticated and compelling entertainment experiences at City of Dreams Manila, as we continue to work to support the Philippine government in growing and further developing the tourism sector of Manila and the Philippines.”

“The success of City of Dreams Manila is a major milestone for Melco Crown Entertainment as we continue to expand our City of Dreams brand in Asian markets to meet the large and ever-growing number of leisure destination seekers across the region and internationally.”

**Melco Crown Entertainment’s Co-Chairman Mr. James Packer**, said: “The Philippines is a truly exciting and dynamic market. Foreign visitations have risen at a double digit rate in the past couple of years. We see immense potential for the country. As such, we had high expectations for City of Dreams Manila, and it has exceeded these expectations. We are confident that it will be a major catalyst in helping Manila further diversify its economy.”

As Manila’s first international integrated leisure destination, the new resort complex brings together a diverse collection of contemporary leisure and lifestyle brands from around the world, including Crown, Nobu, Hyatt, DreamWorks and the Ault Group. As such, an exceptional entertainment experience awaits all types of travelers and visitors from around the region and the world.

Celebrations for the grand launch were further heightened by news that City of Dreams Manila has just



won the Integrated Resort of the Year at the annual International Gaming Awards held at the Savoy Hotel London yesterday.

This exciting and prestigious award is judged on numerous criteria to find the very best Casino or Integrated Resort, including facilities offered, customer service, games offered, atmosphere, style and design of building. One of the main criteria is the quality and professionalism of staff members working at the venue to make it the outstanding choice for customers.

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#### **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.

### **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 Manila's first branded Family Entertainment Center, a live performance central lounge inside the casino and a night club 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 is destined to deliver an unparalleled entertainment and hospitality experience to the Philippines and will ultimately play 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 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 depository shares listed on the NASDAQ Global Select Market (NASDAQ: MPEL), is a developer, owner and operator of casino gaming and entertainment 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, Melco Crown (Philippines) Resorts Corporation's subsidiary, MCE Leisure (Philippines) Corporation, currently operates and manages City of Dreams Manila ([www.cityofdreams.com.ph](http://www.cityofdreams.com.ph)), 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 Resorts 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 Chairman Mr. James Packer, who is also Co-Chairman and a Non-executive Director of Melco Crown Entertainment.

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