



PUBLICIS HONG KONG

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Publicis Modem Hong Kong appointed as digital agency for City of Dreams

Hong Kong, 8 March 2010 - Publicis Modem Hong Kong has been appointed by City of Dreams, Macau's newest leisure and entertainment resort, to handle its digital communications. Publicis Modem is tasked with developing digital strategy, creative and implementation for City of Dreams' communications among Hong Kong, Macau and Mainland China for the rest of the year.

The first Publicis Modem produced project was launched in March - a viral campaign that is part of the City of Dreams 'Let's Get Lucky™' campaign. The campaign is designed to engage users to share luck with their friends on social networking sites in order to take part in the "Get Lucky Everyday" lucky draw to win a free night's stay at Hard Rock Hotel, City of Dreams.

City of Dreams has initiated several briefs with Publicis Modem, - all due to be rolled out in the next few months.

"We hired Publicis Modem as they are digital experts in the industry and have a unique point of view on the role of digital communications for our brands and campaigns. We welcome them as part of the team," said Steve Webster, Senior Vice President, Chief Marketing Officer of Melco Crown Entertainment Limited.

"City of Dreams is a serious player in its industry and we are very pleased to have the opportunity to work together to create groundbreaking and successful digital campaigns," added Sue McCusker, General Manager, Publicis Hong Kong.

About Publicis Modem

Publicis Modem is the digital Publicis arm of Publicis Worldwide - the flagship of agency network of the Publicis Groupe, the world's third largest communications group. Publicis Modem Hong Kong handles global, regional and blue-chip local clients offering full digital services to its clients which include: GovHK, Marriott, Tempo, Sanofi-Aventis and Citibank. The agency delivers contagious ideas that change the conversation for clients to build brand success.

About City of Dreams

City of Dreams is developed by Melco Crown Entertainment Limited, an entertainment company listed on the NASDAQ Global Select Market (NASDAQ: MPEL), and is an integrated entertainment resort that is the newest "must experience" 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 dream team of world-renowned brands such as Crown, Grand Hyatt, Hard Rock and Dragone to create an exceptional entertainment experience that appeals to the broadest spectrum of visitors from around Asia and the world. City of Dreams features a 420,000-square-foot casino with approximately 520 gaming tables and approximately 1,350 gaming machines; over 20 restaurants and bars; an impressive array of some of the world's most sought-after retail brands; and The Bubble, an iconic and spectacular audio visual multimedia experience. A

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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 Dragone inspired theater production will open in the purpose-built Theater of Dreams in the first half of 2010. The third and final 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.

For media information please visit the City of Dreams Media Portal:
www.cityofdreamsmedia.com.