

Immediate Release

**“Melco • Youth Outreach: Leadership for Life”
10-month Adventure-based Counseling Project**

**Reinforced 900 Youngsters’ Self-esteem and
Cultivated All-round Development for 51 Youth Leaders**

(Hong Kong, May 15, 2012) - Youth Outreach, a local youth service agency which provides comprehensive crisis intervention to marginal youth, partnered with Melco International Development Limited (“Melco” or the “Group”, HKEx: 200), a dynamic leisure and entertainment company in Asia, last year to launch a 10-month professional Adventure-Based Counseling (ABC) Project – “Melco • Youth Outreach: Leadership for Life” (the “Project”) and now proudly reports the Project’s solid success in helping to create a better future for the youth. The Project trained 150 marginal youths in a two-day intensive leadership program, selecting 51 to undergo advanced ABC training to qualify as adventure assistants, and, in turn, assisted around 900 youths from June 2011 to March this year to cultivate their positive life values and self-esteem.

Youth Outreach views ABC as an effective intervention to redress many youth behavioral problems. Aimed at enhancing the youth to develop perseverance, self-confidence and a spirit of teamwork, the Project provided a training platform for marginal youths aged from 16 to 24 to rectify their deviant behaviour and obtain professional ABC qualifications.

To honor and recognize the achievements of the Project’s youth participants, Youth Outreach gratefully enlisted the Project’s sole sponsor, Melco, to support the organization of a closing ceremony at the Youth Outreach Jockey Club Building on May 12. In attendance were the newly qualified adventure assistants who received training certificates Melco Volunteers and Mr. Lawrence Tse, Assistant Executive Director (Youth Development) of Youth Outreach, who presented a token of appreciation to Melco, to acknowledge the contribution of Melco’s full sponsorship for the Project.

A 19-year-old trainee at the ceremony said, “This Project was a big challenge and inspired me to break through my limits. Though the training was grueling, I believed that I could overcome the hardships, and eventually succeeded. The support and encouragement from the team members proved invaluable. I persevered because of the encouraging cheers of ‘GO’ constantly shouted by my team members and I never stopped looking ahead. I am very grateful to this program, the trainers’ coaching and Melco’s generous support that encouraged me to tackle challenges and instill a positive life attitude.”

The Project’s social worker, Ms Joey Chan, remarked, “This Project has not only provided a chance for the marginal youths to develop and demonstrate their leadership but also equipped them with relevant professional instructor qualifications that advance their future social development.”

Melco highly values the all-round development of youth and continues to make Youth Development a priority among its other charity pillars such as The Environment and Education. By joining forces with Youth Outreach, Melco and its staff volunteer team have given back to the community by helping marginal youths successfully meet

challenges and build self-esteem, both experiences critical for them to become society's future leaders.

Photo 1: Melco Volunteers award training certificates to the representatives of the qualified adventure assistants.



Photo 2: Melco Volunteers help youth participants complete their abseiling challenge in the ABC Project.



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About the Organizer — Youth Outreach:

Youth Outreach was founded in 1991 to provide comprehensive crisis intervention to marginal youths who hang around on the streets at late night and help them keep away from the triads. We also set up youth cultural social enterprise, such as Hip Hop Dance, Skateboarding, Band Show, and Adventure-base Counseling, to train up the at-risk youths to become Program Assistants and let them develop their talents to contribute to the community. Youth Outreach website: www.yo.org.hk

About the Sponsor — Melco International Development Limited:

Founded in 1910 and listed on the Hong Kong Stock Exchange (HKEx) in 1927, Melco International Development Limited (“Melco International”) is one of the first 100 corporations in Hong Kong. Today, under the leadership of Chairman and CEO Mr. Lawrence Ho, Melco International has found new energy and direction as a dynamic company that leads the field in the leisure and entertainment sector in Asia, and regards corporate social responsibility (CSR) as

a core value of the Group. Last year, the Group received the “5 Years Plus Caring Logo” from the Hong Kong Council of Social Service, and was chosen by FinanceAsia as one of the “Best CSR” organisations. For the CSR achievements of Melco International and our detailed CSR objectives in 2011, see CSR Report on our website: www.melco-group.com.

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