

JOINT PRESS RELEASE
[For Immediate Release]

Melco-PBL name its 6-star Casino-Hotel Project “Crown Macau”

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(Hong Kong, Aug 25, 2005)--- The luxurious 6-star casino-hotel project being built by **Melco International Development Limited** (“Melco” or the “Group”, HKSE Code: 200) and its exclusive Pan-Asian joint venture partner, **Australia’s Publishing and Broadcasting Limited** (“PBL”), will be named “Crown Macau”.

Located on the island of Taipa, and constructed at a projected cost of HK\$1.5 billion, Crown Macau will be the first 6-star casino-hotel project in Macau. The casino is scheduled to open in the second half of 2006 and the full project will be completed in the first half of 2007.

The joint venture partners intend to operate Crown Macau drawing on the marketing expertise and the strong brand name of the Crown Entertainment Complex in Melbourne, Australia.

The Crown Entertainment Complex, owned by PBL, is one of the world’s leading casino-hotel resorts specialising in the premium leisure and hospitality industries.

Crown’s marketing strengths will be combined with Melco’s undoubted local expertise in the gaming and leisure industries in Hong Kong and Macau.

Mr Lawrence Ho, Group Managing Director of Melco, said, “Branding is very important in our business, particularly in view of the fact the majority of our potential customers is expected to be Mainland Chinese, who are extremely brand conscious. Crown Melbourne’s appeal to Mainland Chinese cannot be overstated. Having our Macau hotel managed with the expertise of PBL will guarantee that the same high standard of service and product offered at Crown in Melbourne can be offered to our VIP patrons in Macau. In addition, substantial cross marketing and cross referrals will be made possible between the two destinations.”

Mr Ho said the hotel component of the casino-hotel project was originally to be managed by the Hyatt Group under the Park Hyatt brand name.

Mr James Packer, Chairman of PBL, said that he was delighted to be taking the Crown brand to Macau. “Macau is the world’s most dynamic gaming market, and we are excited about the opportunity to work with our partner Melco to develop a first class casino hotel that sets new standards of quality in the market.”

“Crown has many loyal customers in North Asia and we look forward to offering them the same high standards of accommodation and service at Crown Macau that they receive at Crown in Melbourne.” Mr Packer said.

Targeting high rollers and big spenders from all over the world, Crown Macau will also embrace various entertainment facilities, including a number of elegant and unique restaurants and a luxury spa center. Standing tall at 160 metres, it will be the highest building on Taipa Island. With a total construction area of 106,000 square metres, the casino-hotel will

comprise 227 deluxe VIP guest rooms, of which 26 will be VIP suites and 8 will be presidential villas.

Spacious and set in luxurious décor, the 32-storey complex will include a 6-storey up-market casino with a total gaming space of around 17,000 square metres, housing 200 gaming tables and over 1,000 slot machines.

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About Melco International Development Limited

Melco International Development Limited is an actively managed conglomerate with 3 main lines of business, spearheaded by Leisure, Gaming & Entertainment. The Group's main gaming activities are conducted via an exclusive joint venture with one of Australia's largest conglomerates and gaming groups – Publishing & Broadcasting Ltd. "PBL". The Melco/PBL joint venture's major gaming assets include the development of: "Crown Macau" - first 6-star casino-hotel project in Macau and will target high rollers. To target the mass market, the "City of Dreams" – a world class integrated entertainment resort to be built on 27 acres of land in Cotai, Macau is anchored by an underwater casino with marine sea-life. It comprises 3 hotels with a total of 2,000 hotel rooms along with additional time-sharing service apartments, iconic theatres for permanent shows, and numerous retail and food beverage outlets, and nightclubs. The highly successful chain of Mocha Slot Lounges – an innovative spin, by creating a café style setting in slot machine parlours has created and dominates the grind market in Macau.

In Hong Kong, the Group carries on the tradition of operating the world famous floating landmark – Jumbo Kingdom. The other two major supporting businesses include Technology and Investment Banking.

The Group's technology business is represented by Elixir Group (Macau), a leading gaming IT infrastructure and system integration group, and iAsia – the software developer that is also a leading provider of comprehensive financial product trading systems in Asia.

The investment banking and financial services business was built upon the acquisition of the CEF Investment Banking subsidiaries from CIBC and the Cheung Kong Group and is conducted via the Group's Hong Kong listed subsidiary - Value Convergence Holdings Ltd. Within 2 years, Melco has expanded substantially and opened offices in Hong Kong, Macau, Beijing, Shanghai, Shenzhen and Manila, employing over 800 staff.

About PBL and Crown

PBL is Australia's largest entertainment, media and gaming company with headquarters in Sydney. In addition to Crown Casino, it also owns and operates the Burswood International Resort and Casino in Perth, the Sydney SuperDome and Australia's leading television network.

The Crown Entertainment Complex opened in May 1997 and is Australia's largest casino, featuring 350 table games and 2,500 gaming machines. Covering 510,000 square metres (the equivalent of two city blocks), the Complex is one of the largest and most diverse entertainment resorts of its kind in the world and provides a fully-integrated hotel, casino, entertainment and tourist complex in the heart of a major city. The Complex combines gaming, hotel, convention, restaurant, retail and comprehensive entertainment facilities encased in a building designed for the 21st century. The Complex averages more than 15 million visits per year and is Melbourne's most visited tourist attraction.

Crown Towers is Australia's most luxurious hotel with 480 rooms, suites and exclusive villas. The four star plus Crown Promenade Hotel features 465 rooms. The hotel is linked to the 24-hour action of the Crown Entertainment Complex by airbridge. Crown also offers convention and meeting facilities with twenty-six rooms located on three levels and covering more than 4000 square metres.

Crown Entertainment Complex offers over 40 restaurants and bars, with a seating capacity of 3000.

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聯合公佈
[新聞稿]

新濠/PBL 之六星級賭場酒店項目將命名為 「澳門皇冠」

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(2005年8月25日，香港訊)--- 新濠國際發展有限公司(「新濠」或「集團」；香港交易所股份編號：200) 與亞洲獨家聯營企業夥伴澳洲 **Publishing and Broadcasting Limited** (「PBL」)合作興建的豪華六星級賭場酒店項目將命名為「澳門皇冠」。

澳門皇冠座落於氹仔，預算建築成本達港幣15億元，為澳門首間六星級賭場酒店項目。預計賭場將於2006年下半年開幕，整個項目將於2007上半年完成。

新濠/PBL聯營企業計劃利用澳洲墨爾本皇冠娛樂之都的市場推廣，以及其強大的品牌效應經營澳門皇冠。

PBL旗下的墨爾本皇冠娛樂之都都是全球最佳的豪華賭場酒店之一。

皇冠娛樂之都的品牌強勢結合新濠對港澳兩地博彩及娛樂事業的深入認識，締造無可比擬之優勢。

新濠集團總經理何猷龍先生表示：「品牌策略對我們的業務非常重要的，尤其預料大部分潛在客戶將來自日益增多的中國內地遊客，他們對品牌極為注重。墨爾本皇冠對中國內地遊客的吸引力實在是不容小覷。因此，由 PBL 負責管理此六星級賭場酒店項目，澳門皇冠必將為賓客提供與墨爾本皇冠相同的優質服務及配套。此外，兩地更可透過相互推廣及宣傳產生龐大的協同效益。」

此賭場酒店項目中的酒店部分原由凱悅集團以柏悅的品牌管理。

PBL 主席 **James Packer** 先生表示非常高興能將皇冠娛樂之都的品牌帶到澳門。「澳門為全球最富增長動力的博彩及娛樂市場，我們深信能夥拍新濠共同發展最頂尖的賭場酒店，定可為業內之服務水準釐定新指標。」

Packer 先生說：「墨爾本皇冠在北亞洲擁有眾多的忠實客戶，我們期待澳門皇冠如常地為他們提供與墨爾本皇冠酒店同樣優質的住宿及服務。」

以高消費客戶為對象之澳門皇冠，將為賓客提供優質休閒及娛樂服務，設施包羅萬有，包括多間設計優雅及獨特的餐廳及豪華水療中心等。落成後全幢酒店樓高 160 米，勢將成為氹仔最高之建築物，總建築面積達 106,000 平方米。酒店設有 227 間豪華貴賓房，當中包括 26 間豪華貴賓套房及 8 間總統套房。

這幢 32 層高的大樓裝修富麗堂皇、舒適寬敞，並將設 6 層高級娛樂場，總消閒面積約 17,000 平方米，可容納 200 張賭桌及逾 1,000 部角子機。

有關新濠國際發展有限公司

新濠國際發展有限公司經營三項主要業務，乃一家以消閒、博彩及娛樂業務為首的綜合企業。集團之博彩業務主要透過與澳洲 **Publishing and Broadcasting Ltd** (「PBL」—澳洲最大的綜合博彩集團之一)共同成立的亞洲獨家聯營企業經營。新濠與 PBL 的聯營企業之主要博彩資產包括發展針對高消費客戶的澳門首家六星級賭場酒店項目—澳門皇冠，及一個針對大眾化市場的世界級綜合娛樂渡假村—「**City of Dreams**」。此渡假村將位於澳門路氹一幅佔地 27 畝之土地上，並設有水底賭場，四周展現熱帶海洋生物。「**City of Dreams**」共有三座酒店，提供共 2,000 間客房，並設有分時共享式酒店服務式住宅 (**time sharing service apartments**)、具代表性之劇院以舉辦定期表演，以及多間零售店舖、食府和夜總會。此外，集團揉合咖啡室及角子娛樂於一身的摩卡角子娛樂場已成功佔據低注碼市場的領導地位。

另外，集團亦在香港經營世界知名的海鮮舫—珍寶王國。新濠其他主要業務包括資訊科技業務及投資銀行服務。

資訊科技業務由專營博彩科技及系統整合之「御想集團(澳門)」及著名香港金融產品交易系統及相關服務供應商「iAsia」兩家公司提供。

投資銀行和金融業務則透過集團旗下之上市附屬公司「滙盈控股有限公司」進行，此乃從長江實業(集團)有限公司和加拿大帝國商業銀行購入的 CEF 投資銀行附屬公司所組成。在短短兩年間，新濠已把業務擴展至香港、澳門、北京、上海、深圳及馬尼拉，並於各地設有辦公室，僱員超過 800 人。

有關 PBL 及墨爾本皇冠娛樂之都

PBL 為澳洲最大的娛樂、傳媒及博彩綜合企業，總部設在悉尼。除了皇冠賭場以外，亦擁有及經營柏斯 **Burswood** 賭場渡假村、悉尼巨蛋及澳洲最大的電視網絡。

墨爾本皇冠娛樂之都於 1997 年 5 月開幕，為澳洲最大的賭場，設有 350 張賭檯及 2,500 台角子機。娛樂中心總面積達 510,000 平方米(相等於兩條街)，是全球同類最大型及最多元化的娛樂渡假村之一，亦是市中心集酒店、博彩、娛樂及旅遊設施於一身的綜合大樓。於富有二十一世紀現代風格的大樓內，備有博彩、酒店、會議、餐廳、零售及各種各樣的娛樂設施。娛樂中心每年平均有超過 1,500 萬人次到訪，是墨爾本最矚目的旅遊熱點。

Crown Towers 為澳洲最豪華的酒店之一，設有 480 間客房、套房及獨立別墅。四星級 **Crown Promenade Hotel** 設有 465 間客房，並有天橋連接二十四小時全天候開放的皇冠娛樂之都。皇冠更設有三層商務樓層，佔地逾 4,000 平方米，共 26 間房間，提供齊全的會議設施。

皇冠娛樂之都設有超過 40 間餐廳及酒吧，可服務 3,000 位客人。

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