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**Press Release**

## **Deyaar Expands Portfolio with Launch of 'Montrose'**

- *Three-Tower Residential and Hotel Apartment Project Centrally Located at TECOM's DuBiotech Life Sciences Cluster*
- *Sales of Residential Units Commence on 6 September, 2014*

**Dubai-UAE: 31 August, 2014** – Deyaar Development PJSC, a customer-focused, trusted and valued developer with in-depth market intelligence and property management expertise, has announced the launch of 'Montrose', A project comprises of three towers - a hotel apartment and two residential towers.

Residential units at Montrose will open for sale on 6 September, 2014 at Deyaar's new sales and service centre in the Burlington Tower, Business Bay. Interested investors pre-registering online will receive priority consideration.

Deyaar's latest development addresses the growing demand for residential and well-appointed serviced apartments in Dubai. The company's strategy to foray into the sector is particularly relevant given Dubai's projection of attracting more than 20 million visitors during Expo 2020.

The project is named after the captivating flower 'Mountain Rose'. Set to take shape in DuBiotech, a life sciences cluster under TECOM Investments and one of Dubai's greenest corridors at the extension of Umm Suqeim towards Mohammed Bin Zayed Road, the new project is a seven-minute drive from the Mall of the Emirates adjacent to the Miracle Garden and 20 minutes away from Dubai Mall.

Each of the towers comprises three basement levels and 19 stories. The two residential towers feature 68 one-bedroom, 68 two-bedroom, five three-bedroom and two four-bedroom apartments. The hotel apartment tower has been designed to feature 88 studios, as well as 68 one-bedroom and 24 two-bedroom units.

Saeed Al Qatami, CEO of Deyaar, said: "Montrose is a strategic project for Deyaar and offers an inspired blend of harmonious style and comfortable living. This project will help Deyaar meet the growing demand for exclusive, gated community projects in Dubai. The location for the urban upscale community has been deliberately chosen to appeal to our potential investors and buyers. We are confident the new project will set another benchmark of excellence for Deyaar and reiterate its continued industry leadership."



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Set to combine the best of form and function, residents will enjoy common amenities that include a landscaped garden, an outdoor sitting area, a kids play area and a state-of-the-art gymnasium. Each of the towers will house a rooftop infinity swimming pool and offer a 24-hour security system, as well as an access control system, firefighting and alarm system, central air conditioning and CCTV surveillance. Boasting a health club and a restaurant, the hotel apartment will be equipped to provide high speed internet connectivity.

Al Qatami added: "Individuals looking to invest in Montrose can now pre-register and express their interest. To complement the overall offering, Deyaar is offering flexible payment plans with a minimal down payment as low as five per cent. Our aim is to offer a wider target audience with the possibility of realising their dreams of owning a property in Dubai that is affordable."

For further details on Montrose, please contact 800 DEYAAR (339227) or visit [www.deyaar.ae](http://www.deyaar.ae).

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