DUBAI PARKS & RESORTS

Press Release

Dubai Parks and Resorts partners with Picsolve for AED100 million image capture agreement

Dubai, UAE; 13 April 2015 – The management team of Dubai Parks and Resorts, set to become the Middle East's largest multi-themed leisure and entertainment destination when it opens in October 2016, has signed an exclusive agreement with Picsolve International, one of the world's leading image solutions provider. This partnership will create one of the world's largest photography integrations, with Picsolve managing a full-range of image requirements for the multibillion-dollar leisure destination taking shape in Dubai.

The agreement, which is expected to bring AED 100 million in revenues over a five-year period, sees Picsolve managing a full-range of digital, video and image capture solutions that will allow guests to enjoy a seamless photo record of their visit.

Vinit Shah, Chief Destination Management Officer of Dubai Parks and Resorts, said: "Along with providing guests with unrivalled and unforgettable experiences at our parks, we are also focused on ensuring long-term revenue-generating opportunities for our shareholders. Picsolve will provide an integrated image experience across the destination, including motiongate™ Dubai, LEGOLAND® Dubai, and Bollywood Parks™ Dubai. With their successful installations in similar leisure destinations across the globe, including the London Eye, we are confident in this partnership and we look forward to enhancing further the Dubai Parks and Resorts experience."

Picsolve will manage photo and video services on rides, on sets, and with characters, along with unique computer-generated experiences with Picsolve's award-winning GSX technology platform. Additionally, roaming photographers will be on the ground to capture images for park visitors. Using Picsolve's unique tagging capability, guests will be able to tag themselves using a barcode, wristband or directly from a dedicated mobile app. Photo gifts and branded photo books will also be on offer.

Jeff Kelisky, CEO of Picsolve, commented: "Dubai Parks and Resorts collaborates only with best-in-class partners. Given its vision and objectives, we are delighted to be selected as partners of such a high-profile and prestigious project. The world of photography in the leisure sector is changing dramatically and our investments in the retail and digital space over the last two years enable us to deliver on the bold vision we share with the management of Dubai Parks and Resorts, for what is set to be among the biggest projects of its kind this decade."

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About Dubai Parks and Resorts PJSC

Dubai Parks and Resorts PJSC (DFM: DUBAIPARKS), will become the Middle East's largest multi-themed leisure and entertainment destination comprising three separate theme parks: motiongate™ Dubai, a Hollywood movie inspired theme park concept; LEGOLAND® Dubai, the first LEGOLAND® theme park in the Middle East; and Bollywood Parks™ Dubai , a first-of-its-kind entertainment destination that will showcase the authentic Bollywood movie experience.

The development will also host Hotel Lapita, a four star themed hotel which will be managed by the Marriott Group, and Riverland (formerly Riverpark), a 220,000 square feet complementary and centrally located retail, dining and entertainment district connecting the three theme parks and hotel.

Set to open in October 2016, the large-scale AED 10.5 billion project is spread across 25 million square feet of land strategically located on Sheikh Zayed Road close to the Palm Jebel Ali between Dubai and Abu Dhabi. 6.7 million ticketed visits are expected in 2017, the first full year of operation.

For more information go to:

http://dubaiparksandresorts.com

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