DUBAI PARKS & RESORTS

Press Release

Dubai Parks and Resorts Launches Corporate Marketing Partnership Program

Marketing Guru Norm Elder to Lead Unique Branding Initiative

Dubai-UAE: 25 January, 2015 – Dubai Parks and Resorts PJSC (DPR), today announced the launch of its Corporate Marketing Partnership (CMP) program, a multidimensional branding platform that will give partner companies the opportunity to reach out to a global target audience.

As part of the exclusive experiential branding initiative, DPR's corporate partners will have the opportunity to build marketing programs around their brands in the Middle East's newest and most exciting leisure and entertainment project that has already garnered the attention of the local, regional and international media at the development stage.

Customer engagement, advertising, promotion, event sponsorship, leadership access, public relations, social media, CSR initiatives and integrated marketing campaigns will be integral to the program. As part of the exclusive partnership, only one participating company will be represented in each major product or service category. Exclusive partners will also benefit from the opportunity to forge special relationships with DPR's list of prominent industry stakeholders.

DPR's exclusive partners can additionally showcase their company's products and services, image and identity in a controlled, one-of-a-kind environment. Each of the development's flagship entertainment brands will bring to the project a range of marketing and business benefits that corporate partners can leverage within and outside their own marketing and sales programs.

The unique CMP program has been developed by NORMAN J. T. ELDER & ASSOCIATES and is being led by marketing guru Norman Elder, with over three decades of experience in developing and implementing successful sponsorship programs in themed entertainment. Former head of international marketing for Universal Parks & Resorts, Elder has been part of similar CMP programs for iconic projects like Disney Parks & Resorts, Disneyland Tokyo and the Shanghai World Expo.

Raed Al Nuaimi, CEO of Dubai Parks and Resorts PJSC, said: "Dubai Parks and Resorts will contribute to achieving the Dubai Tourism Vision 2021 that aims to place the emirate on the global leisure and entertainment map. The partnership will help affiliate companies to engage and interact with guests of the mega tourism destination 24 hours-

a-day, 365 days-a-year. By becoming a corporate partner, companies can shape customer attitudes regarding their organizations, generate productive dialogue with other partners and members, and develop a new regional identity within the umbrella of Dubai Parks and Resorts."

For his part, Norm Elder said: "Dubai Parks and Resorts is shaping into a world-class leisure and entertainment destination and it's an honor to be part of the project in its early days as it reaches out to a global audience. The CMP program aims to position DPR as a premier destination and top driver of Dubai's leisure and entertainment ambitions. With the project's leadership and strong support for the growing industry backed by my previous experience in corporate marketing partnerships, I believe we have a winning program that will find high resonance with regional and global companies."

Dubai Parks and Resorts unveiled the blueprint of the mega leisure and entertainment destination in September 2014. The development will comprise three theme parks - motiongate™ Dubai, LEGOLAND® Dubai and Bollywood Parks™ Dubai. The destination will also include a four-star resort hotel (Lapita Hotel), and Riverpark - a complementary retail, dining and entertainment district that connects the three theme parks and hotel. Strategically located between Dubai and Abu Dhabi, the development is slated for completion before the end of Q3 2016.

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About Dubai Parks and Resorts PJSC

Dubai Parks and Resorts PJSC is a company initially established by Meraas Holding to bring to life the leadership's vision of positioning Dubai as a formidable global tourist destination.

The company is developing Dubai Parks and Resorts which comprises three theme parks - motiongate™ Dubai, LEGOLAND® Dubai and Bollywood Parks™ Dubai. It will also feature Riverpark - a grand entrance plaza and Lapita, a themed family hotel. Located in Dubai close to the world class international airports and spanning an area of 25million square feet, the project is set for completion in 2016.
Offering new heights in experiential entertainment through an inspired concept, Dubai Parks and Resorts brings the best of the entertainment industry from the East and the West.The project will serve the regions within a four hour flying distance from Dubai.
Dubai Parks and Resorts PJSC is set to generate thousands of jobs and economic benefits, and position the UAE as a catalyst for the expansion of the global entertainment industry.

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