DUBAI PARKS & RESORTS

PRESS RELEASE

Dubai Parks and Resorts announces agreement with Wizcraft to bring world-class entertainment to upcoming Bollywood Parks™ Dubai

Dubai, UAE – 25 March 2015: Dubai Parks and Resorts, which is set to be the region's largest multi-themed leisure and entertainment destination when it opens in October 2016, has signed an agreement with Wizcraft International Entertainment, India's leading communications and entertainment company. Wizcraft will work with the Dubai Parks and Resorts entertainment team to create a world-class Bollywood show for the Rajmahal Theatre.

Situated in Bollywood Parks™ Dubai, the Rajmahal Theatre reflects the beauty and wonder of India's culture and architectural heritage. The first Broadway-style theatre of its kind in the region, the spectacular 60,000-square-foot Rajmahal Theatre will feature state-of-the-art LED stage backdrops, along with VIP boxes and exclusive lounges for private events and galas.

Headquartered in Mumbai, Wizcraft uses the latest live entertainment technology to create immersive entertainment experiences for audiences across the globe. In recent years, the agency has produced the globally-renowned International Indian Film Academy Awards (IIFA), Star Guild Awards and the Global Indian Music Academy Awards. In 2010, Wizcraft launched the Kingdom of Dreams, India's first ever entertainment destination on par with New York's Broadway or London's West End.

Raed Al Nuaimi, CEO of Dubai Parks and Resorts, said: "We are committed to providing an unforgettable experience for our guests, and we have partnered with the most creative minds in the industry that have a proven track record of producing world-class shows and events. We are very pleased to bring Wizcraft on board this unique project and we look forward to experiencing the excitement of the show when the first curtain rises."

Commenting on the partnership with Dubai Parks and Resorts, Viraf Sarkari, director of Wizcraft, said: "Wizcraft has produced some of the world's largest shows and events, and we look forward to creating the largest Bollywood musical ever produced. We are very pleased to bring the magic of Bollywood to audiences in Dubai, and we are proud to partner with Dubai Parks and Resorts."

Alongside Bollywood Parks™ Dubai, the first phase of this unprecedented project will include LEGOLAND® Dubai and motiongate™ Dubai – connected by Riverland™ Dubai, a retail, dining and entertainment walkway. The development will also feature Lapita, a Polynesian-themed resort catering to families. Dubai Parks and Resorts is projected to attract 6.7 million visits during its first full year of operation.

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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™ Dubai, 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.

About Wizcraft International Entertainment Pvt. Ltd.

Wizcraft International Entertainment, India's leading media and Entertainment Company is dedicated to showcasing its expertise on the world stage.

Having conceptualized some of the grandest events globally including the 50 Years of Indian Independence, the 30 Years of Mauritian Independence, the 10 years of the South African Freedom Struggle, the Commonwealth Games Opening and Closing ceremonies in Delhi as well as the Handover ceremony of the Commonwealth Games in Melbourne, & the prestigious International Indian Film Academy (IIFA) Awards & Weekend for 15 years in over 12 countries, Wizcraft has contributed towards brand building for India across the world.

Wizcraft has pioneered and developed India's biggest entertainment brand IIFA which has taken Indian Cinema and culture to the world.

Wizcraft's growth story reflects the evolution of the Indian event management & entertainment industry itself. Driven by its vision "Believe in the power of your dreams" the company is committed to quality and innovation, while setting its sights on greater peaks of achievement.

For more information go to:

http://dubaiparksandresorts.com

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