DUBAI PARKS & RESORTS

Press Release

Dubai Parks and Resorts launches spectacular show stopping stand at Arabian Travel Market

Dubai, UAE; 4 May 2015 – Dubai Parks and Resorts, set to become the Middle East's largest multi-themed leisure and entertainment destination when it opens in October 2016, cut the ribbon on its stunning exhibition stand at the Arabian Travel Market, which is being held this week at the Dubai International Convention and Exhibition Centre. One of the largest stands featured at the annual travel show, the space will provide a sneak peek of the entertainment promised by Dubai Parks and Resorts when it opens next year. Performances from dancers, themed around the resort's attractions, will take place throughout the day whilst show guests will also have the chance to get their own souvenir photos taken with many much-loved characters at the stand.

The stand, which is located in Hall 3 (UAE3440), is designed to reflect the layout and diverse themes of the destination. Visitors can experience first-hand the massive scale and dazzling grandeur that Dubai Parks and Resorts will offer, by bringing together three distinct theme parks and a water park – along with a dedicated hotel and retail area – into one thrilling, multibillion-dollar leisure destination.

Separated into five unique zones, the Dubai Park and Resorts stand features the best of East and West – echoing the diversity of the mega 25 million square-feet destination. Showcased in the centre of the stand, guests will experience a scale replica of the resort highlighting all of the attractions created just for Dubai. This model will be raised to reveal a performance stage, where choreographed entertainment will take place throughout the day. The stand will also feature a range of well-known characters from Dubai Parks and Resorts' partners – DreamWorks Animation, Lionsgate, and Sony Picture Studios.

Reflecting the destination's exclusive resort, the stand's VIP section will be themed around Lapita, a four-star Polynesian-themed hotel that will be managed by the Marriott Group. Visitors can step into the soothing ambiance and serenity of island-inspired living, where the atmosphere exudes a warm, comforting aura – while the stand's balcony offers the perfect vantage point to watch the performances.

The LEGOLAND® Dubai area will allow guests to have an exclusive 3D preview experience of the LEGOLAND® Park and LEGOLAND® Water Park's layout and features, with a model made completely from LEGO® bricks. The amazing LEGO model also use augmented reality, so visitors can navigate their way through the Park's six world-famous themed areas, including LEGO City, Adventure, LEGO Kingdom, Imagination, Factory, and the ever popular magical Miniland. This area will really give a snapshot of the interactive rides, shows and attractions children aged 2-12 can experience.

Mumbai's massive entertainment export is the focus of Bollywood Parks™ Dubai, which brings the vibrant film industry to life in a whirlwind of dance, song, and colour. Get a feel for the delights and spectacles of

this vibrant park with live Bollywood performances throughout the day, echoing the immaculately choreographed shows that will play daily on the various stages throughout the park.

The Hollywood-themed motiongate™ Dubai – home of studio powerhouses DreamWorks Animation, Sony Pictures Studio and Lionsgate – will welcome guests on a cinematic adventure into the magical world of film. Show attendees will have a first look at some of the exciting attractions planned for the park with dancers, actors, and special guests planned throughout the week.

Dubai Parks and Resorts Chief Executive Officer, Raed Al Nuaimi, said, "Arabian Travel Market gives us the opportunity to truly showcase the full extent of Dubai Parks and Resorts, from the spectacular settings through to the engaging themes and beyond. Dubai Parks and Resorts has something to offer for the whole family, no matter where they come from – our focus is on creating an all-encompassing entertainment destination in the UAE, which transcends cultural boundaries. We invite everyone to come and get a taste for what that will mean by visiting us at Dubai World Trade Centre over the next few days."

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Dubai Parks and Resorts PJSC, 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. In addition, the LEGOLAND® Water Park will also open on the site.

The development will also host the Lapita™ Hotel, 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.

For further information please contact:
Sameh Hamtini / Sarah Jackson
ASDA'A Burson-Marsteller
Email: sameh.hamtini@bm.com / sarah.jackson@bm.com
T: +971 4 4507600