DUBAI PARKS & RESORTS

PRESS RELEASE

Dubai Parks and Resorts announces the first big retail names set to welcome visitors to Riverland™ Dubai

Almost 50% of the available units have been leased out to new names to Dubai such as Famous Dave's barbeque whilst well-established brands including Irish Village, Shake Shack, and Katsuya are also moving in.

Dubai, UAE –25 November 2015: Riverland™ Dubai – the gateway to Dubai Parks and Resorts, has announced the first big-name retailers that will join the new dining, retail and entertainment destination set to open in October 2016, keeping it on target to be a must-visit venue for UAE residents and visitors.

Riverland™ Dubai is a themed retail, dining, and entertainment waterfront district which will be the signature entry point to Dubai Parks and Resorts' theme parks, as well as being a destination in its own right. Having announced the start of leasing in May this year, Riverland™ Dubai will offer around 220,000 square feet of dining and retail space for visitors to enjoy, based around a one kilometer long waterfront.

Bringing to life Dubai Parks and Resorts promise of showcasing the best from the East and West, the team has worked successfully to attract new concepts to Dubai such as America's Famous Dave's barbeque and Mr Greek as well as South Africa's Galito's Flame Grilled Chicken. The water-side restaurants will also serve up an extensive list of other global food options including Tortilla (Mexican), Simit Sarayi (Turkish), 800 Degrees Pizza (Italian) and many more.

The food and beverage options don't end there as a multitude of other well-known venues will also be opening in Riverland™ Dubai including the popular UAE establishments; Irish Village, the continental restaurant; Big Chefs and modern Emirati restaurant Milas. All will be offering a wide range of food and beverages and providing the perfect place for family and friends to come together and relax. Jamba Juice, Fuzziwigs Candy Factory, and Starbucks will offer refreshing beverages and lighter bites so that guests can recharge themselves during their visit to enjoy all the fun.

The first retail stores have also been announced – popular beachwear brand Havaianas has snapped up a place as well as Sun Eye Optics - meaning guests will be able to browse and buy fashionable footwear, eyewear and accessories on site.

Raed Kajoor Al Nuaimi, CEO of Dubai Parks and Resorts said; "All visitors to Dubai Parks and Resorts will pass through Riverland™ Dubai so we are pleased to welcome so many new and exciting brands that will be part of our offering. In building this destination we have been inspired by many different cultures and countries and so it is important that the brands chosen also represent this and appeal to the many different nationalities, tastes and requirements of our guests.

Klaus Assmann, Vice President of Retail and Hospitality adds; "We started the leasing process of the 50-plus outlets available in May and in less than four months almost 50% of the units have been leased by great brands that we know our guests will really love. We look forward to welcoming them and working with them to ensure every visitor to Dubai Parks and Resorts will Experience Amazing from the moment they enter the destination".

Dubai Parks and Resorts is set to be the region's largest integrated theme park destination and Riverland™ Dubai will be at its heart as both the main entrance to the resort and also a connecting point between all three theme parks - motiongate™ Dubai, Bollywood Parks™ Dubai, LEGOLAND® Dubai, LEGOLAND® Water Park and the Lapita™ Hotel, a Polynesian-themed hotel catering to families.

The journey through Riverland™ Dubai will encompass strolls through various inspiring eras. Visitors will meander through a medieval French village themed area, where they can soak in the ambiance enhanced by street performers, outdoor Mediterranean style dining and iconic landscapes. The visitors will also experience the heady days of 1950's America in Boardwalk, where glowing neon signs will welcome them to a host of casual dining options.

In addition, visitors will experience India Gate where a multi-sensory experience of taste, sound, colours and a celebration of a vibrant lifestyle is visible amidst 1930's inspired architecture, a large adorned elephant sculpture will preside over the engaging proceedings. Finally in the heart of Riverland™ Dubai is Peninsula, an area inspired by the 19th century architectural theme. Surrounded by the river, guests will be able to enjoy casual dining options and this is the area where festivals and concerts will take place.

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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. In addition LEGOLAND® Water Park, the region's first water park catering to families with children 2-12 will also open on the site.

The destination will also host the Lapita™ Hotel, a Polynesian-themed hotel which will be managed by the Marriott Group, and Riverland™ Dubai, a centrally located district of 220,000 square feet of leasable retail, dining and entertainment space connecting the three theme parks, water park 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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