PRESS RELEASE

Dubai Parks and Resorts celebrates the opening of Bollywood Parks™ Dubai following the successful launch of LEGOLAND® Dubai

- Bollywood Parks™ Dubai officially opens today
- Opening hours on opening day will be from 6:00pm- 1:00am
- Bollywood Parks™ Dubai is the world's first Bollywood inspired theme park

Dubai, UAE – November 17, 2016: Dubai Parks and Resorts, the Middle East's largest integrated theme park destination, today celebrates the opening of Bollywood Parks™ Dubai today, following the opening of LEGOLAND® Dubai and Riverland ™ Dubai two weeks ago.

Bollywood Parks™ Dubai, is a first-of-its-kind theme park that showcases rides and attractions based on some of Bollywood's biggest blockbusters. The park opened today with a ceremony that included various live entertainment shows performed by the talented Bollywood artists and dancers.

Raed Kajoor Al Nuaimi, CEO of DXB Entertainments PJSC, the owner of Dubai Parks and Resorts said: "Following the successful opening and commencement of operations at LEGOLAND® Dubai and Riverland™ Dubai, we are very excited and eager to witness our guests' reactions when they experience Bollywood Parks™ Dubai. Today we celebrate the opening of the first Bollywood inspired theme park in the world, and we're confident that it will appeal to a large segment of fans due to its popularity in the region".

"We're extremely proud to see this magnificent entertainment destination revealed to the world after 3 years of hard work and perseverance. Dubai Parks and Resorts is paving the way for future entertainment destinations, and shall forever change the face of family tourism and entertainment in the region" he added.

Bollywood Parks™ Dubai will recreate the Bollywood experience through themed attractions and rides spread across five zones: Bollywood Boulevard, Mumbai Chowk, Rustic Ravine, Royal Plaza and Bollywood Film Studios. Visitors will experience bold action, colourful story-telling and captivating dance sequences inspired by nine popular films: Rock On!!, Don, Lagaan, Sholay, Dabangg, Mughal-e-Azam, Zindagi Na Milegi Dobara, RA.One and Krrish. Bollywood Parks™ Dubai's flagship offering is the 850-seater Rajmahal Theatre that will be home to a separately ticketed Broadway-style, Bollywood -themed show. During the day, the park will have up to 20 live shows across five stages: Rock On!!, Crossroads, Mumbai Express, Rangmanch and Stars on Steps.

The park will also offer six themed restaurants that capture India's mouth-watering culinary offerings and eight retail outlets stocking quintessential filmy fare.

Dubai Parks and Resorts comprises three theme parks: Bollywood Parks™ Dubai a first-of-its-kind theme park that will showcase rides and attraction based on some of Bollywood's biggest blockbusters. MOTIONGATE™ Dubai – a unique theme park showcasing some of Hollywood's most beloved characters from DreamWorks Animation, Sony Pictures Studios and Lionsgate as well as the region's first LEGOLAND® Park and a LEGOLAND® Water Park. The entire destination is connected by Riverland™ Dubai – a retail and dining destination at the heart of Dubai Parks and Resorts that is free for all to enjoy, and guests can stay at the Lapita™ Hotel, a Polynesian themed family hotel part of the Marriott Autograph® Collection. Expected to open in late 2019, Six Flags Dubai will be the destination's fourth theme park and the region's first Six Flags theme park.

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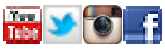
Notes to Editors:

Dubai Parks and Resorts, owned by DXB Entertainments PJSC, is the Middle East's largest multi-themed leisure and entertainment destination comprising three separate theme parks: MOTIONGATE™ Dubai the region's largest Hollywood-inspired theme park featuring immersive rides and attractions based on Hollywood hits; LEGOLAND® Dubai, the first LEGOLAND theme park in the Middle East; and Bollywood Parks™ Dubai, a first-of-its-kind theme park that will showcase rides and attraction based on some of Bollywood's biggest blockbusters. It will also host the LEGOLAND® Water Park, the region's first water park catering to families with children aged 2-12. Expected to open in late 2019, Six Flags Dubai will be destinations fourth theme park and the regions first Six Flags themed park.

The entire destination is connected by Riverland™ Dubai – a uniquely themed retail and dining destination at the heart of Dubai Parks and Resorts, and guests can stay at the Lapita™ Hotel, a Polynesian themed family hotel part of the Marriott Autograph Collection.

Located on Sheikh Zayed Road opposite the Palm Jebel Ali in Dubai equidistant to Dubai and Abu Dhabi International Airports the destination offers over 100 rides and attractions

For more information, go to: www.dubaiparksandresorts.com

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DXB Entertainments PJSC

DXB Entertainments PJSC is a Dubai headquartered leisure and entertainment company traded on the Dubai Financial Market (DFM) under the trading symbol DXBE. As of the 30 September 2016 it had a market cap of AED 12.6 billion.

DXB Entertainments was listed on the DFM in December 2014 originally as Dubai Parks and Resorts PJSC. DXB Entertainments owns the Dubai Parks and Resorts destination which consists

of 4 theme parks (Six Flags Dubai opening in 2019) and 1 water park all at the same location. The large-scale AED 13.2 billion development is spread across 30.6 million square feet of land with 6.7 million ticketed visits expected in 2017, the first full year of operation.

For more information, go to: www.dxbentertainments.com

For further information, please contact:

Lisa Jones / Dina Bajjali

ASDA'A Burson-Marsteller

Email: lisa.jones@bm.com / Dina.bajjali@bm.com

T: +971 4 4507600