PRESS RELEASE

DUBAI PARKS AND RESORTS BEGINS ITS HISTORIC OPENING

- Riverland™ Dubai and LEGOLAND® Dubai officially open today
- Tickets for LEGOLAND® Dubai are available now from www.dubaiparksandresorts.com and www.LEGOLAND.ae, prices start at AED 295 for adults and 250 for kids

Dubai, UAE – 31st October, 2016: Dubai Parks and Resorts will change the landscape of leisure and entertainment in the region today as the destination officially opens to the public.

The opening commences with the region's first LEGOLAND® Dubai theme park and Riverland™ Dubai, the multi-themed dining and retail destination located at the heart of Dubai Parks and Resorts.

Raed Kajoor Al Nuaimi, CEO of DXB Entertainments PJSC, the owner of Dubai Parks and Resorts said: "I'm immensely proud that today we start to welcome guests to Experience Amazing at this incredible new destination. Riverland™ Dubai and LEGOLAND® Dubai will be unveiled for the very first time and offer unique experiences and entertainments that I genuinely believe will set the bar in this region. Nothing of this magnitude has ever been done before and after three years of hard work it is a great honour to start to show our guests what we have achieved. As the largest entertainment destination in the region, Dubai Parks and Resorts will support the UAE's tourism vision and grow the family leisure industry in the region."

LEGOLAND® Dubai

LEGOLAND® Dubai is the ultimate world of year-round LEGO®-themed adventures for families with children aged 2-12. LEGOLAND Dubai features over 40 interactive rides, shows, attractions, building experiences and 15,000 LEGO model structures made from over 60 million LEGO bricks. It is designed to provide a full day's interactive, theme park experience.

LEGOLAND features six themed lands, each unique in their experience, entertainment and educational offering, including:

- LEGO CITY, where children can indulge in a range of playful learning opportunities including flying a plane at the LEGO City airport, steering a boat at the boating school, or earning a LEGOLAND driving license at the driving school.

- KINGDOMS, where knights and princesses can explore a medieval land and conquer the exhilarating Dragon Coaster, which takes you on a journey through the King's castle full of vibrant LEGO models depicting the era.

- IMAGINATION, the perfect area for every LEGO fan to enjoy, spending hours playing, racing LEGO cars or taking advantage of the Master Builder Academy. Toddlers and small children will enjoy DUPLO® Valley while all will enjoy the Kid Power Towers to get a great view of the entire park before a gentle "free-fall" ride to the bottom.

- ADVENTURE, for young explorers seeking thrilling antics while enjoying a captivating Submarine Adventure, Wave Racers that power through waves and dodge water blasts as well as an exciting escapade through ancient temple ruins to recover a pharaoh's stolen treasure.

- MINILAND, the heart of all LEGOLAND Parks, is made up of over 20 million LEGO bricks featuring Dubai's iconic skyline and key landmarks from around the Middle East and international destinations. The MINILAND at LEGOLAND Dubai will be the first ever indoor air-conditioned MINILAND at a LEGOLAND park and will also include Build a City where guests can find a 10 meter play table with white LEGO bricks enabling them to create an ever changing city skyline.

"We're pleased to be able to bring the much-loved LEGOLAND® brand to Dubai, the first in the region, following the success of LEGOLAND® Parks in Europe, the US and Asia. Dubai is a key holiday market, and we expect this new park to appeal to both domestic and international visitors," stated John Jakobsen, Chief New Openings Officer, Merlin Entertainments.

LEGOLAND® Dubai will be open daily from 10:00AM-6:00 PM.

Riverland™ Dubai

Riverland™ Dubai will connect the three theme parks and water park at Dubai Parks and Resorts, and will be open to everyone with or without a ticket to the adjoining parks, which means it will be experienced by every visitor to the destination. It will feature a wide range of restaurants and retail shops, coupled with planned street theatre and entertainment, making it the perfect place for families and friends to come together, relax and recharge.

Guests will now be able enjoy lunch or dinner on the banks of the river in one of the four uniquely theme zones that bring to life different eras of the past. Each zone has been designed to take guests on a visual experience through the ages from a medieval French village, featuring outdoor Mediterranean style dining and iconic landscapes, to the heady days of 1950's America in Boardwalk, home to a range of casual dining

options. India Gate, flanked by an impressive hands sculpture, will showcase the very best of 1930s India with its vibrant tastes, architecture and colours while Peninsula, which takes its architectural inspiration from the 19th century, will allow visitors to sit by the meandering river and enjoy casual dining options as well as live concerts and festivals.

From burgers to burritos, seafood to smoothies and steak to stir-fry, Riverland™ Dubai offers everything from casual to fine dining alongside a retail portfolio with the very best in gifts, gadgets and essentials for a day in the parks. McDonald's, Starbucks, The Bagel Bar Coffee House, Leopolds of London, Haru, WokChi, and Tortilla.

Ella's Creamery, 800 Degrees Pizza, Fuzziwigs and Galitos are the outlets that will be ready to welcome guests starting 31st October, while the remaining dining and retail shops will open gradually week by week.

Riverland™ Dubai will also offer four unique event spaces including small boutique outdoor locations and a large indoor multipurpose venue perfect for celebrations, parties and meetings.

Riverland™ Dubai will open from Sunday to Wed 10:00am – 11pm and from 10:00am to 12am Thursday to Saturday.

Dubai Parks and Resorts will also feature MOTIONGATE™ Dubai – a unique theme park showcasing some of Hollywood's most beloved characters from DreamWorks Animation, Sony Pictures Studios and Lionsgate as well Bollywood Parks™ Dubai, a first-of-its-kind theme park that will showcase rides and attraction based on some of Bollywood's biggest blockbusters, in addition to the region's first LEGOLAND® Park and a LEGOLAND® Water Park. 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 destination's fourth theme park and the region's first Six Flags theme park.

Bollywood Parks™ Dubai, LEGOLAND® Water Park and the Lapita™ Hotel will open on 15th November followed by MOTIONGATE™ Dubai on 16th December.

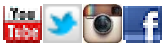
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Dubai Parks and Resorts, owned by DXB Entertainments PJSC, will become the Middle East's largest multi-themed leisure and entertainment destination when it opens in 2016 comprising three separate theme parks: MOTIONGATE™ Dubai, a Hollywood movie inspired theme park concept; LEGOLAND® Dubai, the first LEGOLAND theme park in the Middle East; and Bollywood Parks™ Dubai, a first-of-its-kind 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 will be 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: http://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

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