PRESS RELEASE

DUBAI PARKS AND RESORTS LAUNCHES WINTER SEASON WITH 'BIG DAY OUT' FESTIVAL

- *Over 25,000 visits to the destination during the event*
- *Launch of winter season programme, with new park operating hours and fireworks each Friday*



Dubai, UAE – October 2nd, 2017: Dubai Parks and Resorts launched its winter season this weekend with its first ever 'Big Day Out' Festival, held on Friday 27th September, which saw radio stations and celebrity radio show hosts from across Dubai, broadcasting live from the region's largest theme park destination.

Ahead of the event, Dubai Parks and Resorts surprised over 7000 radio listeners with tickets to its three theme parks and water park to enjoy over 100 rides and attractions from exhilarating rollercoasters to interactive shows and live performances from some of the world's best loved movie characters. Guests were entertained with a host of fun and exciting acts by professional fire and bubble artists, magicians, stilt jumpers and the festival culminated in a firework spectacular that lit up the sky above Riverland™ Dubai, the free to enter themed recreational hub with a multitude of dining, shopping and unique entertainment options, that connects the theme parks, perfect for friends and families of all ages.

The event which attracted over 25,000 visits across the destination, launched the winter season programme at Dubai Parks and Resorts, with new winter season park opening hours, fireworks each Friday at 9pm, a series of exciting events and live entertainment on the river at Riverland™ Dubai.

Mohamed Almulla, CEO of DXB Entertainments PJSC, owner of Dubai Parks and Resorts, said: "We are delighted to have attracted more than 25,000 visits to Dubai Parks and Resorts to celebrate our first 'Big Day Out' Festival, in partnership with the Arabian Radio Network (ARN). We want our guests to experience amazing every time they visit us and we look forward to unveiling many more exciting events in the future."

GCC residents can now enjoy the magic of Hollywood at MOTIONGATE™ Dubai and the playful learning environment of LEGOLAND® Dubai and the LEGOLAND® Water Park at the special GCC resident rate of AED 165 for a daily ticket, per person to each park. The world's first Bollywood inspired theme park with flamboyant cinematic rides and live stage performances celebrates Mumbai's legendary film industry and is AED 95 for a full day ticket.

For those looking to experience the parks all year round, the newly launched annual passes offer free parking in addition to a variety of premium benefits at AED 275 for one park or AED 525 for all parks.

Dubai Parks and Resorts, the region's largest theme park destination, features MOTIONGATE™ Dubai – a unique theme park showcasing some of Hollywood's most beloved characters from DreamWorks Animation, Columbia Pictures and Lionsgate – and BOLLYWOOD PARKS™ Dubai, a first-of-its-kind theme park that showcases rides and attraction based on some of Bollywood's biggest blockbusters. It also hosts LEGOLAND® Dubai, a unique, interactive theme park for families which brings the well-known LEGO® brick to life in a playful learning environment, in addition to the LEGOLAND® Water Park, the region's first water park catering to families with children aged 2-12. The entire destination is connected by Riverland™ Dubai – a uniquely themed retail and dining district at the heart of Dubai Parks and Resorts. Guests can stay at the Lapita™ Hotel, a Polynesian themed family hotel that is part of the Marriott Autograph Collection. Expected to open in late 2019, Six Flags Dubai will be destination's fifth theme park and the region's first Six Flags theme park.

Tickets for the parks can be bought online at www.dubaiparksandresorts.com along with all the information on new park timings

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Notes to Editors:

About Dubai Parks and Resorts

Dubai Parks and Resorts owned by DXB Entertainments PJSC, is the Middle East's largest multi-themed leisure and entertainment destination comprising four separate theme parks: MOTIONGATE™ Dubai the region's largest Hollywood-inspired theme park featuring immersive rides and attractions based on Hollywood hits; LEGOLAND® Dubai, a unique, interactive theme park for families which will bring the well-known LEGO® brick to life in a playful learning environment; and BOLLYWOOD PARKS™ Dubai, a first-of-its-kind theme park that showcases rides and attraction based on some of Bollywood's biggest

blockbusters. It also hosts 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 fifth theme park and the regions first Six Flags themed park.

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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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