DUBAI HOLDING

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EMAAR

Press Release

Emaar and Dubai Holding to explore joint venture opportunities in Dubai

- ***Land-share swap deal no longer in consideration***
- ***Dubai economy robust and company fundamentals offer growth potential for investors***

Dubai, August 25, 2007: Emaar Properties PJSC, the region's largest real estate developer, and Dubai Holding, the largest business conglomerate in the Middle East, jointly announced today that the two companies are currently exploring joint venture arrangements to develop land in prime locations in Dubai. The announcement of specific joint venture projects is expected to be made during September, 2007.

The decision to pursue such arrangements follows the recent management assessment that any land-equity swap agreement would not be in the best interest of Emaar shareholders.

His Excellency Mohammad Al Gergawi, Executive Chairman, Dubai Holding said: "Emaar and Dubai Holding continue to believe that both companies would benefit from working together on real estate projects in Dubai. On this basis, the two firms are currently in advanced discussions to enter into a joint venture to develop world-class projects in prime locations in the emirate.

"The Dubai economy is robust and continues to provide confidence to both local and international investors on its long-term potential. The fundamentals of the companies are strong and potential growth holds great promise for investors. Nothing should hold back Emaar and Dubai Holding to collaborate and synergise their respective strengths to further fuel that promise," Mr. Gergawi added.

Emaar Properties Chairman Mohammed Alabbar said: "A joint venture between Emaar and Dubai Holding will be beneficial to both companies. Dubai Holding has a large land bank in prime locations in the Emirate, and Emaar with the right track record and experience in developing real estate projects, will have access to that attractive land bank."

"Through the joint venture route, both Dubai Holding and Emaar can tap these remarkable prospects and play a significant role in the emirate's incredible growth story," Mr. Alabbar concluded.

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Note to Editors

About Dubai Holding:
Dubai Holding was launched in October 2004 to consolidate the various large scale infrastructure and investment projects in Dubai that were created over the past six years as well as research, identify and execute future major projects that will benefit the UAE and the region.

The company has been created with the goal of providing a better future for all - across the range of life-improving industries it is involved in. Each of the Dubai Holding operating companies focuses on key areas which will dynamically support the development of Dubai as a world leading hub for commerce, leisure and finance, in turn driving these companies to become leaders in their respective fields in the Middle East and beyond.

Dubai Holding currently operates in various sectors ranging from health, technology, finance, real estate, education, tourism, energy, communication, industry, biotechnology and hospitality.

About Emaar Properties PJSC:
Emaar Properties PJSC is one of the world's largest real estate companies and is rapidly evolving to become a global provider of premier lifestyles. Powered by its Vision 2010 to become one of the most valuable companies in the world, Emaar is charting a new course of growth with a two-pronged strategy of geographical expansion and business segmentation.

Emaar has highlighted its remarkable global growth by debuting on the Financial Times Global 500 ranking, which provides an annual snapshot of the world's largest companies. Emaar has been assigned A- and A3 ratings with stable outlook by Standard & Poor's and Moody's Investor Services, respectively.

Replicating its successful business model in Dubai, Emaar is extending its expertise in creating master-planned communities to international markets. Emaar is also developing new competencies in hospitality & leisure, malls, education, healthcare and finance, which have evolved from its integrated approach to customer service and property development.

Listed on the Dubai Financial Market, part of the Dow Jones Arabia Titans Index and certified to ISO9001:2000 for quality standards, Emaar is developing Burj Dubai, on its way to become the world's tallest tower, and The Dubai Mall, one of the world's largest shopping and entertainment destinations. In Saudi Arabia, Emaar is developing the US$26.6 billion King Abdullah Economic City, the region's largest private sector-led project. Emaar's portfolio currently covers the following countries: the UAE, Saudi Arabia, Jordan, Syria, Lebanon, Morocco, Egypt, Turkey, Libya, India, Pakistan, Indonesia, the US, the UK, France and Canada.

An award-winning developer, Emaar has strengthened its product sale competencies, market reach and best practices through strategic acquisitions and joint ventures. Emaar acquired John Laing Homes, America's second largest privately held home builder; Hamptons International, UK's premier realtor; and formed a joint venture with US-based Turner International to strengthen execution capabilities.

Emaar has joined hands with Giorgio Armani and Accor Hotels to strengthen its presence in hospitality, and will launch ten luxury Armani Hotels & Resorts world-wide and 100 Formule 1 budget hotels in India. The company is opening educational institutions and healthcare centres in South Asia, Middle East and North Africa and the Subcontinent. Emaar acquired Singapore-based leading education provider, Raffles Campus, to extend expertise to its educational institutions.

Emaar holds 30 per cent equity in Dubai Bank, focused on retail and commercial banking. Emaar is also the largest shareholder in Amlak Finance, UAE's leading Islamic home financing company. For more information, visit www.emaar.com.