

Photo Release

Seven new shark species now at Dubai Aquarium & Underwater Zoo to flag off unique 'Shark Fest'

- *Shark Fest runs until May 15th to celebrate arrival of the new species*
- *A host of interactive events planned to highlight awareness about sharks and the aquatic world as well as fun activities for children*
- *New shark species include Black Tip Shark, White Tip Shark, Spotted Bamboo Shark, Coral Cat Shark, Zebra Horned Shark, Wobbegong Shark and Leopard Shark*

Dubai, UAE; April, 2011: Sharks are taking the spotlight at Dubai Aquarium & Underwater Zoo.

One of the most popular leisure destinations in Dubai managed by Emaar Retail LLC within The Dubai Mall, Dubai Aquarium & Underwater Zoo is celebrating an unprecedented 'Shark Fest,' until May 15, 2011.

The highlights of the *Shark Fest* include the introduction of seven new and exotic species of sharks at the Underwater Zoo and the world's largest collection of Sand Tiger Sharks in the aquarium. With such a diversity of species in one leisure attraction, visitors will have an unprecedented insight into the world of sharks.

The additions will give visitors to Dubai Aquarium & Underwater Zoo an unrivalled opportunity to watch the marvels of the 'shark world,' with the seven new species differentiated by their remarkable adaptations and a variety of striking appearances.

The new shark species include Black Tip Shark, White Tip Shark, Spotted Bamboo Shark, Coral Cat Shark, Zebra Horned Shark, Wobbegong Shark and Leopard Shark. With the addition of the seven new species, the total species of aquatic animals in the 33,000-strong family of Dubai Aquarium & Underwater Zoo is now over 260.

Visitors can look forward to much more than shark spotting at the aquarium, as *Shark Fest* offers a unique opportunity to further understand the shark community, watch feedings of different species of shark and gain an overview of the operations of the aquarium through several interactive events. The festival also features informative talks on environmental conservation that will give fresh insights on natural diversity and how individuals can contribute to the global efforts at sustainability.

The *Shark Fest* offers the full spectrum of activities from shark dives and shark talks to feeding presentations, shark story time, giveaways for children, and a scavenger hunt for young ones where they stand to win the chance to meet Underwater Zoo animals up close and personal.

The Shark Talks open a wealth of information for the participants marked by a lighthearted presentation while the Dubai Aquarium Tunnel presentation discusses the sustainability of the aquatic world.



1 APRIL - 15 MAY 2011

The Scavenger Hunt, essentially, features a range of questions that the children have to find answers through fun-driven exploration with a chance to win a shark tooth. The hunt introduces new ways for fun learning, mixing educational content with interactive activities. The winners get the chance to win a Shark Tooth.

An array of children's fiction on sharks will be showcased giving the little ones more reason to be thrilled. They can also enjoy collecting shark stickers.

Gordon White, General Manager, Dubai Aquarium & Underwater Zoo, said: "Shark Fest is the first of its kind initiative, perhaps, in the entire Middle East region, whereby we are showcasing the myriad aspects of sharks – helping visitors understand these often much misunderstood species. There is so much for everyone - from adults to children - at the Shark Fest, which is aimed at instilling curiosity among the public as well as offering them proof-based insights on the aquatic world."

Dubai Aquarium & Underwater Zoo is one of the largest and most diverse aquariums in the world, featuring the world's largest acrylic viewing panel. New species are regularly added to the aquatic animal community with recent additions being the exquisite Scalloped Hammerhead Sharks and Silver tip Sharks.

A 270-degree walk-through tunnel experience, Glass Bottom Boat Rides, Cage Snorkeling Experience, The Ocean School Programme, feeding presentations and the Aquarist Programme are some of the activities that add to the interactive experience for visitors.

Underwater Zoo, located on Level 2 above the main Aquarium tank, presents the bio-diversity in different ecological zones including Rainforest, Rocky Shore and Living Ocean. Apart from Humboldt Penguins and Caiman Crocodiles, the animals featured here include Piranhas, Giant Spider Crabs, Water Rats, Sea Jellies and Clown fish.

In addition to Dubai Aquarium & Underwater Zoo, Emaar Retail LLC manages a strong portfolio of exclusive leisure and retail concepts including the Olympic-sized Dubai Ice Rink; Reel Cinemas, the UAE largest megaplex with 22-screens; KidZania®, the first of its kind edutainment concept in the entire region; and SEGA Republic, the region's first and largest SEGA indoor theme park - all in The Dubai Mall. Reel Cinemas has also introduced the first 'premier' boutique 6-screen Cineplex at Dubai Marina Mall.

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