



Photo Release

Dubai Aquarium & Underwater Zoo hosts exclusive 'behind the scenes' tour for Membership cardholders

Dubai, UAE; July 13, 2011: Dubai Aquarium & Underwater Zoo, one of the world's largest indoor aquariums featuring over 33,000 aquatic animals, hosted a special 'behind the scenes' tour for holders of its Membership Card programme, which provides them several exclusive privileges.

At the event, the Membership Cardholders were provided an update on Dubai Aquarium & Underwater Zoo by its General Manager, Gordon White. The members were then taken on an exclusive back of house tour led by the Aquarium Curator, who explained the intricate details of the aquarium's functioning. The event concluded with a light breakfast, a photo opportunity and special offers from Citizen watches, the official time partner of Dubai Aquarium & Underwater Zoo.

Gordon White said: "The Membership programme underlines our commitment to providing our loyal visitors with special privileges that enable them to enjoy the full breadth of entertainment and education that Dubai Aquarium & Underwater Zoo offers."

He added: "The cardholders are our true brand ambassadors who appreciate the value differential of the destination and we are thankful for their continued support. Through the Membership programme, we are providing cardholders with truly exclusive experiences that are their unique privilege."

Dubai Aquarium & Underwater Zoo, managed by Emaar Retail LLC, offers an array of exclusive annual privileges to its Membership Cardholders. In addition to unlimited entry to the popular leisure attraction, they can also benefit from a range of discounts on various activities such as the 270-degree walk-through tunnel experience, Glass-bottom Boat Rides, Shark Dives, Cage Snorkeling Experiences, feeding presentations and Creepy Crawlies exhibit.

Among other privileges are 15 per cent discount on entry for all accompanying family members and friends; 15 per cent less on all non-sale items at the Gifts & Souvenirs store; and 20 per cent discount on PADI Courses, dive trips and Al Boom Diving retail merchandise. The Dubai Aquarium & Underwater Zoo Membership Card is priced at AED 250 annually.

Visitors can apply for the membership card by completing a form and paying the fees at Dubai Aquarium & Underwater Zoo reception. For more information, call 04 4485200 or email: enquiries@thedubaiaquarium.com

Located at The Dubai Mall, Dubai Aquarium & Underwater Zoo is one of the largest and most diverse aquariums in the world with over 33,000 aquatic animals, also featuring the world's largest acrylic viewing panel. Underwater Zoo, located on Level 2 above the main Aquarium, presents the bio-diversity in different ecological zones including Rainforest, Rocky Shore and Living Ocean. The animal species here also include Humboldt Penguins, Caiman Crocodiles, Piranhas, Giant Spider Crabs, Water Rats, Giant Catfish, Clown fish and Dart Frogs.



Other leisure attractions at The Dubai Mall managed by Emaar Retail include the Olympic-size Dubai Ice Rink; SEGA Republic, the region's first and largest of its kind indoor theme park; the 22-screen Reel Cinemas; and KidZania®, a unique children's edutainment concept.

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For further information, please contact:

Kelly Home / Meral Hassan

ASDA'A Burson-Marsteller

+9714 334 4550

k.home@asdaa.com; m.hassan@asdaa.com