



Photo Release

Emaar Retail marks DSF 2012 with festive offers and new leisure choices across all its 5 attractions

Dubai, UAE; January 15, 2012: Emaar Retail LLC, the premium leisure and entertainment provider, is celebrating the Dubai Shopping Festival 2012 in grand style by offering promotions, activities, entertainment and festivities across all its leisure components at The Dubai Mall and Dubai Marina Mall.

In association with Emaar Malls Group, a Strategic Partner of DSF 2012, Emaar Retail is inviting visitors to the malls for memorable moments at SEGA Republic, Dubai Ice Rink, Dubai Aquarium & Underwater Zoo, KidZania® and at the 22-screen Reel Cinemas in The Dubai Mall and at the six-screen boutique Reel Cinemas at Dubai Marina Mall.

SEGA Republic at The Dubai Mall, the first of its kind indoor theme park in the region, is offering visitors the opportunity to win an array of lifestyle gadgets this DSF. Every visitor who spends AED 200 at SEGA Republic is guaranteed to win instant prizes. Visitors also stand to double their chances of winning by spending AED 300. The prizes powered by Emax, range from Nintendo Wii, Sony Playstation 3, Nintendo DS, Microsoft X-Box, to 42" LG 3D Smart TV's, Samsung 40" Full HD LCD TV, and 32GB iPhone 4GS, 16GB Apple iPads, and 8GB iPods, among others.

For all ice skating fans, Dubai Ice Rink, the Olympic-sized ice skating and events venue located on the Ground Floor of The Dubai Mall, has recently launched its "Ice Pass", the new all day pass that allows unlimited ice time for the full day for only AED 150.

Dubai Aquarium & Underwater Zoo, one of the world's largest indoor aquariums featuring over 33,000 aquatic animals, is presenting the first-ever Night Safari until February 29, 2012. Visitors will get a feel of the deep, dark jungle all throughout the day by strapping on a headlamp, go wildlife spotting and see rainforest animals as never before. Expert safari guides will introduce new and unique species added to the collection. Amongst others the new additions include: Adult Carpet Python, Dart Frogs, Chinese Water Dragons and Iguanas.

Also marking its second anniversary, KidZania®, the award-winning children's edutainment centre in The Dubai Mall, will offer the little ones joyous moments under the theme of 'Colours of the World'. Seven different zones will be presented – each themed after a continent, with authentic décor that reflects the myriad attractions of the respective region, and activities that highlight the continent's cultural context. The National Company of the Arts, KidZania's own artistic group, will also present 'The Dance of Colours' during weekend performances. Young visitors also stand to win a 'Treasure Chest' of up to 2,222 KidZos, the 'currency' of the children's city, in just 22 seconds. Family packages are also available for visitors during this month that include Food & Beverage, Retail and Souvenir Photo choices.



The 22-screen Reel Cinemas in The Dubai Mall, and at the six-screen boutique Reel Cinemas at Dubai Marina Mall, the premier cinema with an impressive footfall of over 2 million visitors to date, is presenting exciting new titles like *J Edgar*, *The Darkest Hour* and *Underworld 4*.

In addition to the above, all visitors to any Emaar Retail attraction are rewarded with discount offers to visit all five attractions: Dubai Aquarium & Underwater Zoo, Dubai Ice Rink, SEGA Republic, KidZania® and Reel Cinemas.

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