



Press Release

Emaar Retail launches season of fun for the little ones at The Dubai Mall Summer Camp 2010

- *Positions The Dubai Mall as definitive summer destination for family fun and children's edutainment*
- *Aquarist Programme at Dubai Aquarium & Underwater Zoo*
- *Four themed summer camps at KidZania® and 'Summer on Ice' programme at Dubai Ice Rink*
- *Fun filled activities at SEGA Republic, Reel Cinemas*
- *Summer camps to be held from July to September 2010*

Dubai, UAE; June 14, 2010: A season of fun, nurturing of new skills and unprecedented adventure awaits the little ones this summer at The Dubai Mall, the world's largest shopping and entertainment destination.

Emaar Retail, the entertainment and retail subsidiary of Emaar Malls Group, is introducing a refreshing The Dubai Mall Summer Camp this year, to be held from July 4 to September 9, with a range of activities for the young ones at Dubai Aquarium & Underwater Zoo, Dubai Ice Rink, KidZania®, Reel Cinemas and SEGA Republic.

Among the highlights this summer is a joint The Dubai Mall Summer Camp for all five leisure and entertainment components from 9am – 3pm. The five-day programme will take the kids on a journey to KidZania® on day one; watching a movie at Reel Cinemas and ice skating at Dubai Ice Rink on day two; experiencing aquatic life at Dubai Aquarium & Underwater Zoo on day three; enjoying thrilling games and rides at SEGA Republic on day four; and again to KidZania® on the fifth day.

Mr Arif Amiri, Chief Executive Officer, Emaar Retail LLC, said: "The Dubai Mall Summer Camp is the first of its kind programme that brings together all the leisure attractions in the mall to provide a holistic environment for fun and learning. It highlights our commitment to delivering new initiatives that meet the requirements of the community. With this step, we are offering the young generation a rare opportunity to gain insights into the natural environment and enhance their mental and physical growth."

In addition to the week-long integrated The Dubai Mall Summer Camp offered, parents also have the option of enrolling their children for any of the individual summer camps at Dubai Aquarium & Underwater Zoo, Dubai Ice Rink and KidZania®.

Dubai Aquarium & Underwater Zoo offers the Aquarist Programme that promises 'big adventures for little ones'. Children are offered the opportunity to gain a fascinating glimpse of behind-the-scenes action as an Aquarist, and discover the marvels of the marine world. The Aquarist Programme comes in two fun-packed experiences: As Junior Aquarist, open for children aged 5 to 7 years old and priced AED 150 per child, the little ones will be provided a behind-the-scenes tour of Dubai Aquarium & Underwater Zoo. They can meet a professional Aquarist, watch a shark feeding session, assist in feeding the aquatic animals and ride on a glass bottom boat.



The Senior Aquarist experience, priced AED 250 per child, is for children aged 8 years and above. It includes a cage snorkeling experience for closer encounters with over 33,000 aquatic animals in the aquarium, and all activities in the Junior Aquarist programme. For reservations, please call 04-448 5200 or email enquiries@thedubaiaquarium.com

At the Olympic-size Dubai Ice Rink, the Summer On Ice programmes launched last year to great success, will be offered this year as well. Children can enroll for a week-long Learn-to-Skate Programme for AED 750 and enjoy a month of skating for free. An Intensive Ice Skating Camp is also being offered where children can master the ice with five levels of ice skating for AED 500 per level. Enrol for all levels at AED 1,750 and save AED 750. For details, call 04-448 5111 or email info@dubaiicerink.com

KidZania®, the first of its kind edutainment centre in the region offering professional role-play experiences for visitors, has four fun-filled camps, each lasting five days, this summer – all for children aged 6 to 16 years.

At the Media Camp Programme, the little ones can work in four establishments. At the 'Radio Station,' a professional DJ will train the kids on radio jockeying; at the 'Photo Lab,' they can learn about professional photography and practice the art; at the 'Newspaper,' they can work as reporters and publish a real newspaper and on the last two days, they can work at the 'Television Station,' and work on producing a film. On the final day, the parents of the children can watch the television production.

The Safety Services Programme covers the Police Station, Fire Station, Electricity & Water Authority and Hospital in KidZania®. In addition to being trained by a Dubai Police officer, they can attend a training camp on fire-fighting organised by NAFFCO, work with DEWA officials, and learn cardiopulmonary resuscitation (CPR) on a Jane Doe doll and how to use an automated external defibrillator as part of paramedic training. The parents can attend a session on the closing day, where the children will demonstrate the techniques in saving a life in danger.

At the Fashion Camp programme, participants can work in a Jewellery Store and make bracelets; and at a Beauty Salon, where a professional will offer a session on hair dressing and a make-up artist will provide handy tips. They can also learn to design their own clothes at the Painting School and learn how to strut the catwalk at the Fashion Boutique. On the final day, parents can watch their little ones perform a fashion show.

The Junior Art Society Camp is for those with an affinity for the fine arts. They will train at the Theatre on the production of 'Grease' over five days, and perform it live before their parents. For details call 04-448 5222.

The Dubai Mall also has added leisure and entertainment attractions for children. They can head to SEGA Republic, the Middle East's largest and first of its kind indoor theme park for several adrenaline-pumping rides and amusement games. The 22-screen Reel Cinemas will play the latest summer blockbusters adding to the fun quotient.

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Note to Editors

About Emaar Retail:

Emaar Retail is a wholly owned subsidiary of Emaar Malls Group LLC and is the vehicle for all entertainment and retail operations. Emaar Retail is developing a portfolio of brands in key growth markets and is strategically building new alliances, joint ventures, franchises and licenses for all mall developments under the Emaar Malls Group umbrella. Emaar Retail developed and manages the business operations for The Dubai Mall's entertainment components including KidZania®, SEGA Republic, the Olympic-sized Dubai Ice Rink and Dubai Aquarium & Underwater Zoo. Emaar Retail developed the 22-screen Reel Cinemas at The Dubai Mall with Singapore-based Cathay Organisation Holdings Ltd, and will develop cinemas across the region. Emaar Retail was established to drive Emaar Malls Group's developments in key emerging markets across the Middle East, North Africa and the Indian Sub-Continent by creating the right entertainment and retail mix for the various markets.

About Emaar Properties PJSC:

Emaar Properties PJSC, listed on the Dubai Financial Market, is a global property developer with a significant presence in several key markets world-wide. Besides building residential and commercial properties, the company also has proven competencies in shopping malls & retail, hospitality & leisure, education and healthcare. For more information, visit www.emaar.com.

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