



THE ADDRESS

DOWNTOWN BURJ DUBAI

Press Release

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THE ADDRESS, DOWNTOWN BURJ DUBAI WINS 'BEST NEW HOTEL' AT WORLD HOTEL AWARDS

- Outstanding international recognition that honours hotel's exceptional services and innovative guest benefits

Dubai, UAE; March 13, 2009: The Address, Downtown Burj Dubai, the flagship property of The Address Hotels + Resorts, managed and owned by Emaar Hospitality Group, has won the 'New Best Hotel' 2008 at the World Hotel Awards.

Established in Germany in 2005, the World Hotel Awards honour excellence within the hospitality industry and recognize hotels that provide groundbreaking services and are located in the most beautiful and vibrant spots in the world. Jury members travel around the globe evaluating establishments that offer world-class facilities and innovative amenities.

"The Best New Hotel Award recognizes only those special properties that redefine hospitality. Since its opening, The Address, Downtown Burj Dubai has introduced many remarkable services and tangible guest benefits such as the complete 24-hour stay benefit and in-room check-in for all guests, which makes it clearly stand-out," said Mr Patrick Rosenthal, founder of the World Hotel Award.

Some 18 prestigious hotels and resorts from different countries were contenders for the New Best Hotel 2008 Category. Other categories include: Indulge in Luxury, Classic hotel, Best Business hotel, Soul Experience hotel and True Stylish hotel.

Mr Marc Dardenne, Chief Executive Officer, Emaar Hospitality Group said: "We are proud to have received such a prestigious accolade barely five months since the opening of our first Address property. It is a reiteration of our excellence in the hospitality sector, and a tribute to all our associates who strive everyday to provide a personalized, significant experience for our guests."

The Address, Downtown Burj Dubai is located in one of the most prestigious business and leisure districts in the city, offering sweeping views of the iconic Burj Dubai, the world's tallest building. With 196 contemporary rooms and suites, the hotel presents exceptional services and facilities. An array of international cuisine is prepared and served by top class chefs. The Spa at The Address offers a world-class menu as well as saunas, steam rooms and a nail studio. The 24-hour fitness centre and a stunning infinity pool ensure an outstanding stay.

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Note to Editors

About The Address Hotels + Resorts:

The Address Hotels + Resorts, the five star premium hotel brand launched by Emaar Hospitality Group sets an all-new definition for global standards of luxury. Creating a distinct positioning with the brand philosophy of 'Where Life Happens', The Address properties are situated in the most vibrant locations and target corporate, leisure and group travellers – particularly the international jetsetters and global high achievers who value personalised luxury. This modern brand focuses on a 'one size fits one' strategy where benefits to guests and service excellence are a priority. The expansion of The Address Hotels + Resorts include key destinations in the Middle East and North Africa region, the Indian Subcontinent, Asia, Europe and America over the next ten years. For more information visit www.theaddress.com.

About Emaar Hospitality Group LLC:

Emaar Hospitality Group LLC, the wholly owned subsidiary of Dubai-based global property developer Emaar Properties PJSC, manages the company's growing roster of hospitality and leisure projects. Emaar has expanded into hospitality and leisure in line with its Vision 2010 to become one of the most valuable companies in the world through a two-pronged approach of geographic expansion and business segmentation.

With a total portfolio of hospitality assets valued at US\$1billion (AED 3.67 billion), as of March 2008, Emaar Hospitality owns and manages a diversified portfolio of hospitality assets such as hotels, serviced residences, golf resorts, Dubai Polo and Equestrian Club, recreation clubs, the Dubai Marina and associated yacht club.

Emaar Hospitality Group's vision is to be recognized as the premier global provider of personal, innovative and memorable lifestyle experiences. For more information on Emaar, please visit www.emaar.com.