



THE ADDRESS
DUBAI MALL

Press Release

The Address Dubai Mall introduces Ember, a new stylish restaurant offering international grill cuisine

- *Direct access from The Dubai Mall and Bloomingdales*
- *Trendy design elements in a warm ambiance*

Dubai, UAE; February 10, 2010: The Address Dubai Mall, the five star premium hotel directly linked to The Dubai Mall, opens Ember, its chic signature restaurant, today (Wednesday February 10, 2010). The restaurant offers a creative menu of international grill cuisine, ranging from a variety of Japanese robatas, Australian ribs, vintage beefs and prime cuts as well as a selection of delicacies from the rotisserie.

The trendy venue which can seat up to 120 guests comfortably is sophisticated down to the last detail and offers a hip lounge where guests can socialize and enjoy pre-dinner beverages. Showcasing a classy décor which is further enhanced by soothing colours and carefully selected designs, the restaurant is set to regale visitors keen to meet with friends and family in the vibrant setting.

Mr. Domenico Lannone, Director of Food & Beverage, The Address Dubai Mall said: “Ember is the perfect place to indulge in delicious food amidst a chic ambiance. During February, we are offering the first 10 guests who book a table at Ember complimentary transportation from their residence in our exclusive Bentley.

“The standards of service at Ember are par excellence and in line with our key differentials of offering superior amenities and lively dining options,” he further added.

Ember is open every evening for a lively dining experience and is located on the lobby level of the hotel, directly connected to The Dubai Mall with immediate access from Bloomingdales; ideal for shopaholics looking for a venue to have their post-shopping dinner. The restaurant is also a perfect destination for those looking to hold celebratory events.

The chef’s menu is seasonal offering guests authentic grill cuisine, ranging from fish, seafood to the traditional steak. The restaurant is open for reservations in the evenings from 6.30pm until 11.30pm.

In addition to Ember, The Address Dubai Mall has four restaurants and lounges offering an international selection of cuisine.

NA3NA3 offers an authentic experience of unsurpassed Middle Eastern hospitality. The poolside restaurant and lounge Cabana features international comfort food and refreshing beverages. The premier lounge, Amatista, with its dramatic foyer entrance, offers a range of trademark beverages, and Karat, the hotel’s sophisticated Lobby Lounge, is ideal for a post shopping afternoon tea.



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With 244 rooms and suites featuring contemporary and rich interiors, and located only 15 minutes away from Dubai International Airport, The Address Dubai Mall is a premium haven for business travellers and leisure guests. With the hotel directly linked to The Dubai Mall visitors have the advantage of shopping from the world's largest premier shopping, lifestyle and entertainment destination

The Address Dubai Mall, redefines hospitality standards by offering a convenient 24-hour stay benefit for guests reserving suites, innovative shopping services and thoughtful business amenities.

An exclusive personal fashion advisor ensures a personalized stay. For little guests, the Qix Kids' Club provides an entertaining ambiance and fun activities.

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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. 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.

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