



THE ADDRESS
DUBAI MALL

Press Release

A hospitality novelty, The Address Dubai Mall offers in-house guests a personal fashion advisor service

- *Guests to benefit from the hotel's unique location directly linked to The Dubai Mall and its array of high-fashion stores*
- *Personal fashion advisor to offer haute couture and trendy tips for casual wear*

Dubai, UAE; February 9, 2010: The Address Dubai Mall's latest addition to their gamut of exclusive services is a personal fashion advisor for all in-house guests. Directly linked to The Dubai Mall, which features 1,200 stores including some of the world's leading haute couture brands, hotel guests can tune in to the latest fashion trends effortlessly with the assistance of the personal fashion advisor.

A tailor-made menu of services is exclusively designed for ladies and gentlemen staying at The Address Dubai Mall. Guests can book an appointment with the fashion advisor through the hotel's 24 hour Guest-Engagement service.

The fashion advisor first meets with guests at the hotel to understand their preferences, identify gaps in their wardrobes and choose styles that suit their personality. This information is then used in a personalized shopping session wherein the advisor recommends the latest trends, colours and styles that would complement their personality. Accessorizing tips to give the outfit that extra finesse is also a part of the service provided.

Mr. Marc Dardenne, Chief Executive Officer, Emaar Hospitality Group and Emaar Hotels & Resorts said: "With the hotel's close proximity to the large number of fashion outlets at The Dubai Mall, the personal fashion advisor service for our guests will be a great value addition and fits with our philosophy of offering tangible guest benefits. This is part of our strategy to leverage the location advantage of the hotel, directly connected to the world's largest shopping and entertainment destination."

A customized menu has been created to suit the personal requirements of guests. Available for ladies and gents, the 'Style Me and Shopping' package identifies individual styles that complement the guest's personality. The session includes a consultation prior to shopping, where the advisor provides advice on colours and fashion trends based on guest preferences. A shopping list is prepared, keeping in mind the stores that match with the guest's profile. The 'Style Me and Shopping' session takes approximately 2 to 3 hours and if necessary extra hours can also be booked.

The 'Fashion Dilemma' session is ideal for women who need help in finding the proper outfit for a certain occasion. This includes meeting the fashion advisor to understand their needs and creating a style 'wish list'. Based on this, a shopping plan at key stores is then put in place and the hotel's fashion advisor briefs guests on how to combine events with the 'look' they choose.

The Address Dubai Mall also offers a special package for those looking for a fashion vacation or a shopping weekend. 'Fashion Fix' at The Address Dubai Mall includes accommodation in a room or suite, breakfast at Na3Na3 restaurant that can be combined with either the 'Fashion Dilemma' or 'Style Me and Shopping' sessions.



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Guests opting for the fashion advisor service can also benefit from the Shopping Concierge service, whereby the hotel's concierge assists with transporting the guest's shopping bags back to their room.

Located within Downtown Dubai described as the new heart of the city, The Address Dubai Mall has 244 rooms including 53 suites, and is defined by the tangible guest benefits and superior service it offers in line with the brand ethos of The Address Hotels + Resorts.

The Address Hotels + Resorts already owns and manages two other hotels in Downtown Dubai – The Address Downtown Dubai and The Palace – The Old Town. The Address Dubai Marina and The Address Montgomerie Dubai are the most recent additions to Dubai under The Address portfolio.

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Notes 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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