



Press Release

The Address Hotels + Resorts introduces a convenient ‘Dine and Sign’ service across selected properties

- *The new service allows in-house guests to experience restaurants and lounges at selected Address Hotels and bill it directly to their hotel room*
- *The Address Downtown Dubai, The Address Dubai Mall, The Address Dubai Marina, and The Palace – The Old Town are included in the service*

Dubai, UAE; August 20, 2010: Guests staying at The Address Hotels + Resorts can now benefit from the new ‘Dine and Sign’ service which allows them access to a variety of dining and entertainment facilities at other selected properties within the group. Guests can settle their payment upon check-out from their hosting hotel.

Guests can choose from over 35 restaurants and lounges located at The Address Downtown Dubai, The Address Dubai Mall, The Address Dubai Marina, and The Palace – The Old Town, and have their dining and entertainment experience billed to their guest room.

In-house guests at the hotels in Downtown Dubai, the new heart of the city, and the stylish district of Dubai Marina can now conveniently enjoy a wide spectrum of choices available at various venues.

Mr. Marc Dardenne, Chief Executive Officer, Emaar Hospitality Group said: “We are constantly adding new experiences to benefit our guests. This particular initiative gives guests the opportunity to explore the diverse entertainment and leisure options that Downtown Dubai and Dubai Marina properties have to offer and charge it all to their room. We have started the service with The Address Hotels + Resorts and will extend it to the Emaar Hospitality Group facilities in the near future.”

The introduction of this unique service reiterates The Address Hotels + Resorts’ philosophy of providing guests with tangible benefits. They can select the city’s most popular social places that range from Neos, the panoramic sky lounge located at The Address Downtown Dubai on the 63rd floor or opt for the lively a la carte French restaurant Rive Gauche, at The Address Dubai Marina. Varied venues such as the chic Ember Grill & Lounge at The Address Dubai Mall or Asado, the lively Argentinean restaurant at The Palace – The Old Town, ensures visitors enjoy a wide variety of exciting cuisines and ambiances, most of them, within walking distance.



THE ADDRESS HOTELS + RESORTS

Diverse iconic attractions in close proximity enhance the overall experience and reinforces the versatile approach of The Address Hotels + Resorts, 'Where life Happens'. For further information please visit www.theaddress.com.

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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.