



Press Release

Maximise your summer indulgence with Emaar Hospitality Group and Visa

Dubai, UAE; June 16, 2011: Emaar Hospitality Group has partnered with Visa's 2011 Premium Privileges programme to reward customers with exclusive discounts, when they use their Visa debit or credit card to indulge at selected outlets across The Address Hotels + Resorts, Arabian Ranches Golf Club, Dubai Polo & Equestrian Club, and the Dubai Marina Yacht Club over the next four months.

Mr Amit Arora, Chief Marketing Officer, Emaar Hospitality Group, said: "From unique locations to an unparalleled range of food, Emaar Hospitality Group has culinary options that are guaranteed to match all needs. This partnership with Visa, an organisation that upholds the importance of service excellence, complements Emaar Hospitality Group's ethos of offering tangible guest benefits to its visitors."

Mr Karim Beg, Head of Marketing at Visa ME, said: "We are delighted to be launching this exciting new partnership with Emaar Hospitality Group, and to add such a wide range of exclusive rewards to the our extensive Privileges programme. Emaar's high quality hospitality and leisure facilities are sure to hold great appeal to all Visa cardholders, who can look forward to some memorable experiences at even more memorable prices when they use their Visa credit or debit cards this summer."

From their first visit onwards, customers can take advantage of a 25 per cent discount, with increased discounts up to 35 per cent off their bill upon their eighth visit. Visitors will continue to receive a 35 per cent discount after their eighth visit, for the duration of the promotion.

When customers apply for the Visa promotional card, they can avail exclusive discounts at The Address Downtown Dubai (Hukama, Fazaris, Calabar and Zeta); The Address Dubai Mall, Downtown Dubai (Na3Na3 and Ember Grill & Lounge); The Address Dubai Marina (Mazina); The Address Montgomerie Dubai (Nineteen); The Palace – The Old Town, Downtown Dubai (Asado, Thiptara, Fai Lounge and Ewaan); Dubai Marina Yacht Club (Aquara, 25°55° Café Bistro); Arabian Ranches Golf Club Dubai (Birdies Sports Lounge) and Dubai Polo & Equestrian Club (Ippos Lounge & Terrace, Epona Lounge and Palermo).

Visitors can also benefit from these privileges at selected restaurants and lounges at the Armani Hotel Dubai, including Armani/Ristorante, Armani/Mediterraneo, Armani/Amal, Armania/Hashi, and Armani/Peck, as well additional discounts at Armani/SPA.

In addition, customers can get discounts of up to 25 per cent at the Spas at The Address Hotels + Resorts. Golf enthusiasts get 35 per cent off on the weekday green fees at The Address Montgomerie Dubai, when they pay with their Visa card. For more information visit <http://www.theaddress.com/visa>.

-ends-



Note to Editors

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 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.

For further information on Emaar, please contact:

Kelly Home / Anushka Kadam
ASDA'A Burson-Marsteller
(+9714) 334 4550
k.home@asdaa.com, a.kadam@asdaa.com

About Visa:

Visa is a global payments technology company that connects consumers, businesses, financial institutions and governments in more than 200 countries and territories to fast, secure and reliable digital currency. Underpinning digital currency is one of the world's most advanced processing networks—VisaNet—that is capable of handling more than 10,000 transactions a second, with fraud protection for consumers and guaranteed payment for merchants. Visa is not a bank, and does not issue cards, extend credit or set rates and fees for consumers. Visa's innovations, however, enable its financial institution customers to offer consumers more choices: Pay now with debit, ahead of time with prepaid or later with credit products. For more information, visit www.corporate.visa.com.

For further information on Visa, please contact:

Lisa Flanagan
DABO & CO
+9714 344 4901
lisa.f@daboandco.com