



## Press Release

# Discover the ultimate in hospitality with the 'What's Your Address' Facebook App

- *The Address Hotels + Resorts provides guests with the best business, lifestyle and entertainment solutions on Facebook*
- *Offering a spectrum of choices across shopping, dining, spas, golfing, leisure and business*
- *Application available on Facebook pages of all five The Address properties*

**Dubai, UAE; August 15, 2011:** Discovering the ideal choice for lifestyle preferences has never been easier. With The Address Hotels + Resorts' newly unveiled "What's Your Address" Facebook application, visitors can decipher their address to shopping, dining, pampering, golfing, business, marina, leisure attractions, and night life, all at the click of a button.

Spanning across the five properties of The Address Hotels + Resorts portfolio, The Address Downtown Dubai, The Address Dubai Mall, The Address Dubai Marina, The Address Montgomerie, and The Palace – The Old Town, the application selects the accurate lifestyle and entertainment choices, based on individual preference.

With every click, the 'What's Your Address' application gives visitors a chance to win prizes every week. As visitors share the word about the application on Facebook, their chances of winning packages including spa therapies, dining and shopping vouchers, among others, increase significantly.

Mr. Patrick Heuze, Chief Executive Officer, Emaar Hospitality Group said: "To ensure our guests enjoy their stay at The Address Hotels + Resorts we have developed an innovative social application, which can map out customer preferences. This Facebook function is an interactive and industry-leading initiative that provides all Facebook users with convenient access to the fast-paced dynamics of our hotels."

He added: "In a field like hospitality, where significant strides are made through guest interaction our Facebook application brings us a step closer to strengthening our customer service experience."

Visitors can access the 'What's Your Address' application by logging onto Facebook and clicking 'Like' on the Facebook pages of the five properties.

The Address Hotels + Resorts, the five-star premium hotel brand of Emaar Hospitality Group, chooses central locations to offer its customers the best in entertainment, leisure and overall convenience. Diverse on-site food and beverage options, premier health and wellness facilities and iconic attractions in close proximity enhance the overall experience, differentiating it from its competitors.



For more information please visit <http://www.facebook.com/theaddressdubaimall>, <http://www.facebook.com/theaddressdowntowndubai>, <http://www.facebook.com/theaddressubaimarina>, <http://www.facebook.com/theaddressmontgomeriedubai>, <http://www.facebook.com/theaddressoldtown>

Note: Users will have to give Facebook access to their basic information to use the application.

**-ends-**

### **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](http://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 Hospitality owns and manages a diversified portfolio of hospitality assets such as hotels, serviced residences, golf resorts, Dubai Polo & 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](http://www.emaar.com).

#### **For further information, please contact:**

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