



MAJID AL FUTTAIM PROPERTIES
MAJID AL FUTTAIM GROUP

Majid Al Futtaim Properties Continues Longstanding Partnership with DSF

Dubai, UAE, January xx, 2010: Majid Al Futtaim Properties, owner and operator of some of the Middle East's most famous shopping malls, is continuing its successful partnership with Dubai Shopping Festival (DSF) as a key sponsor of its 15th edition.

Majid Al Futtaim Properties' two flagship developments in Dubai, Mall of the Emirates and Deira City Centre, are preparing for some spectacular activities and promotions which carry prizes worth AED 2 million. Discounts, sales and special offers from an extensive portfolio of over 800 retailers are likely to make the malls two of the most popular destinations during DSF 2010.

The internationally-renowned festival takes place from January 28 to February 28th this year and has helped promote Dubai as a must-visit shopping and tourist destination. Majid Al Futtaim Properties has lent its support to the unique government initiative since its launch in 1996, first at Deira City Centre and since 2005 at Mall of the Emirates following the latter's opening. Together, both the developments welcomed over 50 million shoppers to their world-class shopping environments in 2009.

Fuad Al Najjar, Vice-President, Deira City Centre, said: "Majid Al Futtaim Properties is proud to continue its longstanding partnership with DSF. We have been involved from day one and with each passing year the festival has become bigger and better. It has been a pleasure and an honour to be involved in such a great event for the full 14 years."

"I have no doubt that the 15th edition of the festival will continue the huge success of previous years," he added.

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