



**Win Lifestyle of the Rich & Famous this DSF with
Mall of the Emirates and Deira City Centre**
*AED 2 Million worth luxury sports car, Tuscan villa or
private yacht on offer*

Dubai, UAE, January 14, 2010: Two of Dubai's favourite shopping malls are offering visitors the chance to win the lifestyle of the rich and famous with a prize worth AED 2 million during the upcoming Dubai Shopping Festival (DSF) 2010.

The 'Dream Big' raffle prize is the largest given by a shopping mall this DSF and will see Mall of the Emirates and Deira City Centre come together in a joint promotion to offer one lucky winner the choice of their own Tuscan villa, a luxury sports car or a private yacht, all worth a startling AED 2 Million each.

To participate in this mega joint initiative, all shoppers need to do is spend AED 300 or more at any of the 800 stores across the two malls.

Fuad Al Najjar, Vice President at Deira City Centre, said the malls were always looking for creative ways to reward their loyal customers during DSF:

"Mall of the Emirates and **Deira** City Centre have a history of offering amazing prizes and this year's DSF prize is really going to be one to remember. It is the largest prize being offered by any mall this festival and will allow one lucky winner to totally upgrade their lifestyle with their choice of a Tuscan villa, a luxury sports car or yacht worth AED 2 Million."

Retailers in both malls will also be offering extensive discounts and bargains during the whole DSF period, in addition to a host of live entertainment.

With such unbeatable offers, discounts and sales, Mall of the Emirates and Deira City Centre guarantee a pleasant shopping festival for all their visitors.

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Notes for editors:

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