



Press Release

Emaar Retail showcases cool additions at Dubai Ice Rink in The Dubai Mall

- *Olympic sized ice rink hosts Choowy Goowy F&B outlet*
- *New Penguin Skating Aids add fun to learning and skating*
- *The Skate Shop relocated for more ease of access*
- *Added features make Dubai Ice Rink perfect venue for birthday celebrations and get-togethers*

Dubai, UAE; June 11, 2011: The city's chill-out lifestyle destination just got a lot cooler. Emaar Retail LLC, the provider of premium leisure and retail experiences, has rolled out new customer-focused attractions at Dubai Ice Rink, the Olympic-sized ice-skating and events venue, located in The Dubai Mall.

The popular venue which attracts thousands of skating enthusiasts every week and most recently hosted the Emirates Hockey League Cup, has now opened a new F&B choice, Choowy Goowy, which opens its first store in the UAE offering a delectable selection of hot & cold desserts, pizza, salads, sandwiches, carrot cakes and cookies that suit all occasions.

To further enhance the skating experience, Dubai Ice Rink recently introduced colourful 'Penguin Skating Aids,' specially designed to help the little ones maintain their balance while trying out skating lessons, and giving them a fun-way to improve their posture and skating stance. The 'Penguin Skates,' sponsored by Jotun Paints, one of the world's leading manufacturers of paints, coatings and powder coatings, are equipped with handles on either side of their "heads" enabling little ones to get a tight grip.

Additionally, Dubai Ice Rink which stands apart with a 1.5 inch thick ice-bed, nearly three times the thickness of a National Hockey League ice rink, has relocated its fully-equipped Skate Shop to provide greater ease and access for guests. The outlet also offers the entire breadth of accessories that meet the needs of ice-skating and ice-hockey fans in addition to an array of take-home memorabilia.

Mr Arif Amiri, Chief Executive Officer, Emaar Retail LLC, said: "In driving the success of a leisure destination, it is important to continuously add new lifestyle experiences that appeal to the customers. Emaar Retail has been at the forefront in identifying and offering new choices that add value to our visitors at all of our leisure assets."

He added: "The new additions at Dubai Ice Rink, including the addition of a new F&B outlet, follow thorough research into the preferences of our visitors. These will significantly add to positioning Dubai Ice Rink as the preferred venue, not only for games and fun, but also for events and corporate team building sessions."

Opened in the first week of June, Choowy Goowy, located on the Mezzanine level at Dubai Ice Rink, is also easily accessible for visitors to The Dubai Mall and will feature a designated birthday area where children can make their own cookies.



With a wide choice of offerings, Dubai Ice Rink has evolved as a preferred venue for birthday celebrations and get-togethers, as well as corporate team building exercises including special Broomball Games. Two-hour public skating classes, disco on ice sessions, and private or group skating lessons as well as various summer skating camps for children and adults are offered at Dubai Ice Rink.

Sprawling over an area of 60 m x 30 m, Dubai Ice Rink features a year-round events calendar both on and off the ice including themed skating events, figure skating shows and sporting matches. For non-ice events, Dubai Ice Rink can be converted into a multi-functional venue that can host up to 2,000 guests. The ice rink has a world-class multimedia system including a 20m x 10m LED screen which is a preferred marketing medium assuring a captive audience.

Ice Marshals are at hand at all times during public skating hours to ensure customer safety, and the Zamboni - a special ice resurfacing machine - is deployed across the rink every couple of hours to ensure top quality ice at all times.

In addition to Dubai Ice Rink, Emaar Retail LLC manages a strong portfolio of exclusive leisure and retail concepts including Dubai Aquarium & Underwater Zoo featuring the Guinness World Record for the largest acrylic viewing panel and featuring over 33,000 aquatic animals; the unique children's' edutainment centre KidZania®; Reel Cinemas, the UAE largest megaplex with 22-screens; and SEGA Republic, the region's first and largest SEGA indoor theme park - all in The Dubai Mall. Reel Cinemas has also introduced the first 'premier' boutique 6-screen Cineplex at Dubai Marina Mall.

-ends-

For further information, please contact:

Kelly Home / Meral Hassan

ASDA'A Burson-Marsteller

(+9714) 334 4550

k.home@asdaa.com, m.hassan@asdaa.com