



Photo Release

Dubai Ice Rink brings the latest in global gaming trends to the region by hosting 'GAMES 11' from Sept. 22 to 24

- *Innovative event will transform the venue into a gaming zone*
- *Dubai Ice Rink not to host regular activities through the duration of 'GAMES 11'*

Dubai, UAE; September 22, 2011: Emaar Retail LLC, the provider of premium leisure and retail experiences, will host GAMES11 (the Games Alliance Middle East 2011), the biggest gaming event in the region, from September 22 to 24, 2011 at Dubai Ice Rink, the Olympic-sized ice-skating and events venue, located in The Dubai Mall.

The world-class event will witness the transformation of the ice-rink into a thrilling games venue with Microsoft, Pluto Derinton Games, Red Entertainment, and Sony Playstation, to provide 38 hours of pure gaming, including unreleased versions of popular computer games across various platforms. The regular ice-skating activities at Dubai Ice Rink will not be held through the duration of GAMES 11.

Showcasing the latest technology and titles in the world of gaming, GAMES11 is now in its fourth year and marks the introduction of the latest in gaming trends to the region. It also underlines the emergence of Dubai Ice Rink as a popular events destination. The central location of Dubai Ice Rink assures maximum visitor eyeball for the event, underlining the popularity of the venue.

The event will feature gaming culture showcases, developers, industry professionals and designer seminars, game development workshops, as well as a live urban sport demos and live music performances.

Mr Arif Amiri, Chief Executive Officer, Emaar Retail LLC, said: "GAMES 11 is a curtain-raiser to the exciting global trends that await gaming enthusiasts in the region. Emaar Retail is committed to bringing landmark events to Dubai that will add value to the leisure industry. The choice of Dubai Ice Rink as the venue for the event underlines the growing popularity of the destination as a compelling lifestyle events venue, assuring maximum visitor outreach and marketing eyeballs."

Each gaming brand will showcase their latest titles, consoles, and technology within designated spaces on Dubai Ice Rink. In addition, visitors to Dubai Ice Rink can take pleasure in various competitions that are going to be held during GAMES11.

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.



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.

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