

PRESS RELEASE

WORLD LUXURY EXPO, DUBAI CLOSES ON A ONE HUNDRED YEAR HIGH

FOR RELEASE: Sunday, 20th January 2013



DUBAI, UNITED ARAB EMIRATES – World Luxury Expo, a main event of the Dubai Shopping Festival 2013, finished on a one hundred year high with Aston Martin, the quintessential British sports car brand, airlifting the latest Vanquish in spectacular style onto the helipad of the world's most luxurious hotel, Burj Al Arab.

Speaking from the helipad, Graham Cooke, chairman of World Luxury Group, says, "This is the first time a car has ever been placed onto the helipad at the top of the iconic Burj Al Arab. The serious logistical and technical challenges in placing a 1,835kg luxury vehicle on a helipad over 600ft above the ground were eventually overcome against all the odds. A sophisticated team, co-ordinated by Neil Slade from Aston Martin, included support from several Government offices and equipment, helicopters and permissions were generously supported by the offices of the Ruling family. World Luxury Expo event partners, Dubai Events and Promotions Establishment (DEPE), were especially supportive of the World Luxury Expo as valued partners who share a common vision to further entrench Dubai as a luxury and lifestyle destination."

This milestone event was witnessed by His Highness Sheikh Mansour Bin Mohammed Al Maktoum, the British Ambassador to the United Arab Emirates, Dominic Jermey, Festivals Coordinator General at DEPE, Ibrahim Saleh, Aston Martin shareholders and other esteemed dignitaries.

The live transmission was beamed around the globe to Aston Martin territories in over 150 countries and announced the finale of the inaugural World Luxury Expo whilst celebrating the Aston Martin centenary – iconic brands at an iconic location.

More than Dh250 million worth of products were on show at World Luxury Expo, Dubai which showcased the world's leading luxury brands to an invitation-only three-day event to high-net worth private clientele from across the GCC region.

Mayaz Al Dalal, CEO of OMS Events, said: "The success of the first edition of The World Luxury Expo exceeded our expectations; it just goes to show that this innovative event fits perfectly with the reputation of Dubai as a hub for high end luxury products and lifestyle. As a co-organizer of World Luxury Expo, we have been encouraged by the overall positive feedback

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from media, sponsors, exhibitors and invited guests which has spurred expansion plans for the 2014 event."

Highlights from the event included a 186 carat natural pear-cushion shaped sapphire presented by Agha Jewellery, Montegrappa showcased the Ultimate Centennial Dragon fountain pen, the most expensive bed in the world, the Hastens Vividus bed, a one-off bespoke Steinway CrystalRocked Piano, a 450 year-old antique sword, exquisite jewelry, time pieces, luxury vehicles, private aviation, nautical, renowned art pieces and sculptures, fashion, luxury travel, and much more.

World Luxury Expo is proudly supported by Dubai Shopping Festival and Dubai Calendar and plans are already under way for an even bigger and better edition in 2014.

www.worldluxuryexpo-dubai.com

ENDS.

NOTES TO EDITORS:

WORLD LUXURY EXPO EVENT PARTNERS



Dubai Shopping Festival - Launched in 1996 under the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice-President, Prime Minister and Ruler of Dubai to position Dubai as a leading tourist destination, Dubai Shopping Festival offers one of the best shopping experiences in the world and is the pioneering innovator of shopping destination tourism.

Under the DSF 2012 theme 'Dubai at its Best', the Dubai Shopping Festival will once again bring together the best in shopping and events alongside amazing opportunities to win big. With promotional offers and discounts of up to 75% across 70 malls and 6000 shops throughout the city, more than AED 100 million worth of raffles and prizes up for grabs including luxury cars, gold and cash, and more than 150 indoor and outdoor events during the 32-day festival, including local and international sporting, theatrical and musical events, street carnivals, night souks, art exhibitions, fashion shows and culture and heritage activities, DSF brings to Dubai a world of entertainment for all ages and nationalities.

DSF has become an engine of growth and diversification for Dubai's retail sector, adding an average of AED 10 billion in revenue annually. The festival has effectively brought Dubai's business community together in a citywide retail and tourism celebration that has had sustained growth and success for 16 consecutive years.

www.dubaievents.ae

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Established in 1992 and headquartered in Copenhagen, Saxo Bank was among the first financial institutions in the world to develop an internet-based information and investment trading platform. From the outset, the Bank emphasised technology as a vital element for being competitive in the online trading industry. With a worldwide client base, Saxo Bank has been recognised for the excellence of its technology and the services it provides.

www.saxoworld.com



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T: The New York Times Style Magazine has been at the forefront of global culture, exploring the worlds of fashion, beauty, design, living and travel with imagination, intelligence and originality. Our audience is treated to the ultimate in visual artistry combined with a rigorous aesthetic curiosity.

With an expansive viewpoint on fashion, beauty, design, travel and the good life — T is as gifted as the icons and innovators it covers — and the sophisticates who follow T's every move. T continues to globally expand its award-winning mix of entertainment and enlightenment. Setting new standards, T Emirates adds the best of local, regional stories with a distinct style and presenting select articles in a bi-lingual format (Arabic and English). It aims to be the most preferred luxury and lifestyle magazine.

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anaZahra.com is a premium destination for the modern Arab woman – offering a perfect fusion of editorial excellence, quality content and inspiring community interaction.

The portal, launched in 2010, and powered by the success of Zahrat Al-Khaleej magazine, offers a unique engaging media experience and features style leaders, influential bloggers and worldwide contributors who are a direct reflection of the audience served. The destination is built on the foundations of informative, appealing, tailored and engaging content across a number of categories:

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www.anaZahra.com

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