

PRESS RELEASE

SAUDI INVESTMENT BANK WORLD LUXURY EXPO TO LAUNCH IN JEDDAH

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JEDDAH, KINGDOM OF SAUDI ARABIA – The Saudi Investment Bank World Luxury Expo - Jeddah will take place at the splendid Park Hyatt from 14-16 March 2014. The Expo is the result of a continued joint venture between World Luxury Group and Nayyara Exhibitions, with The Saudi Investment Bank exclusively selected as the title sponsor for the Jeddah event.

The Saudi Investment Bank (SAIB) also signed as an association sponsor for last month's event in Riyadh, following the resounding success of the SAIB sponsorship of the previous event in Riyadh in 2013.

Under the patronage of Sheikh Saleh Abdullah Kamel, Chairman of the Jeddah Chamber of Commerce and Industry and General Council for Islamic Banks and Financial Institutions, the highly anticipated three-day exhibition will showcase many of the world's leading luxury brands and services, from a broad selection of luxury categories, to a highly discerning and select group of VIP guests from across the Kingdom.

Comments Samer R. Al Rayyan, Assistant General Manager – Personal Banking at The Saudi Investment Bank, "We are proud to be the title sponsor of The Saudi Investment Bank World Luxury Expo - Jeddah. Our sponsorship of this prestigious event demonstrates our commitment to delivering world class banking services and products designed to cater to the affluent lifestyle of the our valued platinum and premium clientele and invited guests who attend the event."

Comments Safi Kobeissi, General Manager at Juffali Automotive Co., the exclusive and official importer of Mercedes-Benz in Saudi Arabia, "As the largest Mercedes-Benz distributor in the Middle East, we are pleased to again be a part of World Luxury Expo, an event which enhances our association with luxury and reinforces our status as the world's leading choice at an iconic venue in Jeddah. We look forward to showcase our latest vehicles to the VIP guests in attendance."

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Nespresso will be creating a luxury coffee lounge in an outdoor hospitality area overlooking the Red Sea. Guests will be spoilt by a 'sensorial' Nespresso experience in specially designed iced coffees, mocktails and hot beverages on offer.

Abdul Aziz Al-Juwaie, Executive Director of Golden Caviar, comments, "Golden Caviar is a boutique producer of premium caviar. Our exquisite sturgeon eggs are created by the highest principles creating a delicacy that was known to the Russian tsars as the 'food of the gods'. We look forward to share our epicure experience with private clients yet again at the upcoming SAIB World Luxury Expo - Jeddah."

Comments Jihad Slim, Chief Executive Officer at Nayyara Exhibitions, "Nayyara is proud to partner with World Luxury Group to bring The Saudi Investment Bank World Luxury Expo to Jeddah. This is an event which will continue to grow every year for many years to come, with plans for Jeddah to become one of the world's most important luxury exhibition centres."

SAIB World Luxury Expo – Jeddah will feature carefully selected exhibitors from luxury categories including fine art, high-end jewellery, fashion, hand-crafted time pieces, designer furniture, fine dining, luxury executive cars and sports cars, private aviation and luxury travel. All participating exhibitors are leaders in their respective fields, showcasing superior quality and perfection.

Ashwini Kumar, General Manager of Park Hyatt Jeddah-Marina, Club and Spa says, "Park Hyatt Jeddah has continued to develop into the premier luxury brand in personal service in the hotel industry. We are excited to develop our new partnership with World Luxury Group to showcase ourselves to wider range of exhibitors and invited guests"

World Luxury Group recently concluded five successful World Luxury Expos. The inaugural event was held at the iconic Burj Al Arab, Dubai, the second was hosted at the palatial Ritz-Carlton in Riyadh, the third was held at Emirates Palace, Abu Dhabi and the fourth at The St. Regis, Doha in 2013. The fifth successful edition recently returned to The Ritz-Carlton, Riyadh (title sponsored by American Express and held in association with The Saudi Investment Bank) in January 2014.

Those looking to attend SAIB World Luxury Expo - Jeddah can request an invitation and pre-register online at <http://world-luxury-group.com/preregister/jed2014>

The Saudi Investment Bank World Luxury Expo - Jeddah is part of the World Luxury Expo series of events and will be the third successful World Luxury Expo event in the Kingdom of Saudi Arabia.

www.world-luxury-group.com

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About Nayyara Exhibitions:

“Luxury defines our hospitality”

Nayyara Exhibitions is Saudi Arabia’s most exclusive conferences and banqueting center based in Riyadh that specializes in celebrations taking pride in its state-of-the-art audio-visual and sound technology facilities and first-class amenities.

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