



DUBAI SUMMER SURPRISES — THE ANNUAL SUMMER EXTRAVAGANZA — IS A ONE-OF-A-KIND OPPORTUNITY TO EXPERIENCE THE BEST OF SHOPPING, ENTERTAINMENT, WINNING AND RELAXATION IN DUBAI



As the world still reels under the financial hardships of the current economic downturn, the Dubai Summer Surprises (DSS) comes in as a much welcome relief.

This annual summer extravaganza has been a regular feature in the list of events in Dubai. It is a one-of-a-kind opportunity to experience the best of shopping, entertainment and winning in the Emirate.

DSS has very well succeeded in positioning Dubai as the leading summer destination in the region. It has also proved to be the biggest family entertainment event of the summer in the GCC.

Well into its 12th edition, it is getting bigger and grander, year after year. Starting June 11 and on till Aug. 14, the 65-day-fun-filled event is an attraction that should not be missed.

With more than a decade of unparalleled success, DSS has undoubtedly achieved its key objective: to promote Dubai as the ultimate global shopping and tourist destination by creating world class events and retail promotions, and to set the benchmark for events and festivals around the world.

DSS 2009 is being heralded as the new era of the event, which is being eagerly awaited by visitors and residents of Dubai.

Laila Suhail, CEO of DSF Office, was optimistic about DSS in the current economic climate and stressed that there was a general consensus within all private sector entities that the coming months would definitely rake in high-

er revenues for businesses.

“There has been a lot of talk on how DSS will influence sectors like retail and hospitality this year and from what we have gauged, the current mood is upbeat. The resident market contributes to about half of our total visitor numbers and our core external market is the GCC which has been by and far unaffected by the economic crisis. Market conditions are nevertheless unpredictable but we hope to improve upon the figures of last year,” she said.

“The DSF Office has gone an extra mile this year to focus on the core DSS concepts of shopping, family entertainment, winning and relaxation. New inclusions will be very much visible through newer venues, more quality events and a constant shopper rewarding system through raffle draws,” she added.

The summer extravaganza went through a major shift in its strategy in 2007, when the focus of the event expanded to include more surprises that caters to all age groups.

The theme for this year’s DSS reflects a combination of Dubai’s attractions and those that DSS will organise.

Signature Events

The Signature Events form the core of the entertainment aspect of the DSS. Organised in select shopping malls in Dubai, the events cater to visitors of all age groups. The popularity of these innovative events over the years has made them a permanent fixture in the DSS events itinerary.

DSS 2009 INCLUDES:

World of Stories	(June 12 - June 23) Mercato
Sheila And Abaya Fashion	(June 27 - June 30) BurJuman
Art Oasis	(July 9 - July 15) Wafi
Collectors	(July 27 - August 7) Wafi
Middle East Junior	
Chef Of The Year 2009	(July 8 - July 14) Oasis Centre
Kids Fashion Week	(July 24 - July 30) Deira City Centre
Kids Olympic Games	(July 16 - July 22) Dubai Marina Mall
Min Bladi Al Emarat	(July 1 - July 10) Dubai Marina Mall
Photography Exhibition 2009	(Aug. 6 - Aug. 13) Deira City Centre

Beat the Heat

DSS goes outdoors this year with "DSS Beat the Heat," an all-new event. Over the summer, visitors will have access to the beach at Jumeirah Beach Residence with innumerable activities. Located at JBR, the Beach Blast area is secured and has one side facing the blue waters of the sea. The main components of the event are the Spa & Relaxation Area, the Rent-a-Tent, the Inflatable Zone, Kiosks and Specialized Service Area, the Beach Games Area, and a Sporting Activity Area.

Modhesh

The ever-smiling bubbly mascot of DSS is back this year to present a host of surprises for children in Dubai. Modhesh will be meeting friends in malls and select places to hand out DSS goody bags and pose for pictures.

This DSS, Modhesh Fun City — which has undergone a massive conversion and will now be officially called Modhesh World — aims at providing an exhilarating experience with exciting new concepts, educational and interactive



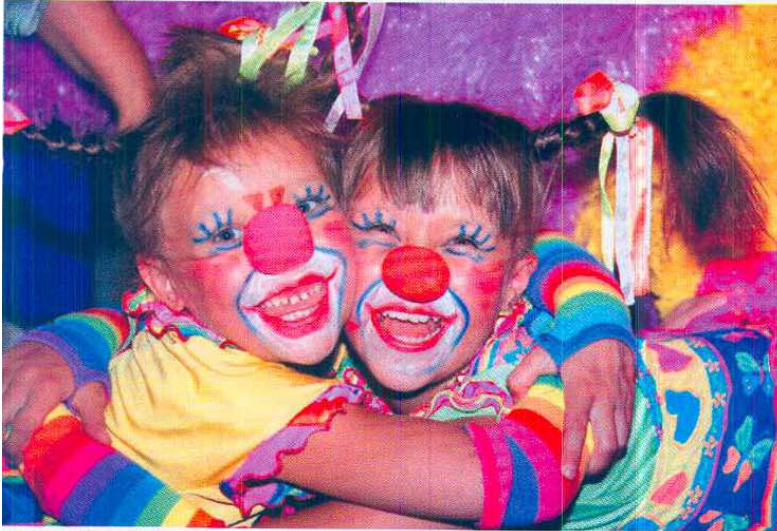
exhibits, and many spectacular events featuring regional and international shows.

Shows, Musicals and Concerts

This DSS, children and families can look forward to a host of international cartoon shows including the *Hello Kitty Jungle Party*, *Imagine with Elmo*, *Bob the Builder* and the *Sunflower Sailor*, in addition to the internationally acclaimed *Disney High School Musical 2*. Also in the line-up are the *African Children's Choir* and *Dubai Voices*, conducted by youth in Dubai. A concert featuring chart-topping band Keane is also on the itinerary for music lovers.

An exclusive show also awaits mall goers to





Dubai Festival City. The *House of Illusions* features The Spiegel Tent, a spectacular traditional venue that will host a unique family show of illusions, surprises, comedy and live music all served together. Showcasing the world's top international talent such as Andrew Van Buren, the international illusionist, the *House of Illusions* promises to be a spectacular show this summer.

Spa Packages

The "DSS 2009 Spa Packages" is a unique concept that allows visitors and residents to discover some of the finest spa havens offering premium therapies and treatments at discounted rates. This year DSS has collaborated with over 30 spas to provide visitors a very refreshing experience.

Summer Health Festival

DSS has added a health dimension to its activities this year. The Summer Health Festival — a ten-week long health carnival — will educate visitors

about healthy lifestyles and well being.

Five dedicated themes — Healthy Eating, Physical Fitness, Beautiful You, Health & Hygiene and Health Check-ups — will generate awareness about good health practices, each conducted over two weeks.

Surprising CineStar Experience

CineStar Cinemas has announced an exclusive summer promotion for movie buffs during this edition of DSS. Known as the "Surprisingly Golden Experience," the promotion offers spa vouchers, movie ticket upgrade to Gold Class, and a grand prize where a total of four winners will be chosen for spa packages at the Park Hyatt and at the Atlantis.

Ten cinemagoers will be surprised everyday with a free upgrade to the VIP or Gold Class cinemas when purchasing a normal movie ticket. The 'lucky seats' will have envelopes with free upgrades and free entry tickets to Modhesh World.

DSS RETAIL PROMOTION AND RAFFLE DRAWS

This DSS, the Dubai Shopping Malls Group (DSMG) has unveiled "Surprising Millions" — a massive campaign, offering prizes totalling to AED 5 million.

With the participation of 22 leading shopping malls, this edition of the DSS is lined up with an array of shopping and entertainment extravaganzas including surprise winnings, nine weekly raffle draws and competitions.

The weekly prizes offer winning opportunities to ten winners with each shopper winning prizes worth AED 50,000 in cash and gift vouchers every week.

There will be 90 lucky winners in total during the nine weeks of DSS promotion.

To receive the raffle coupons and enter any of the nine weekly draws, shoppers only need to spend a minimum amount of AED 200 at participating malls in Dubai. The weekly draws will be held every Thursday.

There are also instant prizes to surprise customers who have obtained raffle coupons. Every day, one lucky shopper from any one of the participating malls will receive a refund equal to the value of his purchase. The total value of instant prizes lined up is AED 500,000.

Shoppers also have the chance to win upto AED 100,000 by taking part in interactive competitions that will be aired by broadcast media during DSS'2009.

Shoppers can also look out for the "The Big Brands Carnival" that throws open its sale of luxury designer fragrances, bath and body cosmetics, accessories, crystal and related gifts for men and women from June 17 to June 21 at DWTC.