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## Top global brands to provide unique experience at 'The Walk'

As it nears completion, Jumeirah Beach Residence, one of Dubai Properties' niche developments, announced 'The Walk', another milestone that adds to the unique lifestyle experience that the development offers residents and visitors alike.



At a ceremony attended by a number of leading franchisers representing global brands, over 300 agreements were signed with Dubai Properties to lease prime retail space at The Walk, a 1.75 km boulevard of outdoor shopping by the beach.

Hashim Al Dabal, CEO of Dubai Properties said:

*'The Walk at Jumeirah Beach Residence is our first retail project and will be Dubai's only outdoor shopping destination by the beach. It offers a unique dining and shopping experience, which is further enhanced by the presence of world renowned brands such as Virgin Megastore, Damas, Mango, Starbucks, Chloe, Paul café, The Butcher Shop & Grill, Chilis and others.'*

The Walk offers a new shopping concept for Dubai, Outdoor Shopping in a fresh cool environment, with terraces, arcades, bridges, red pitched roofs, Spanish wide steps, ornaments, traditional elements and local colors. It will have a distinctly-themed environment combining the styles of Andalusia with Mediterranean and Arabic architecture, complimented by landscaped plazas and children play areas, fountains and courtyards.

Divided into two main levels comprising Grade Level and Plaza Level, The Walk offers an outdoor shopping experience that encompasses over 350 shops and 75 restaurants, located along the Beach Drive, Marina Drive, and in the plazas around the residential towers. The Walk will provide a mix of retail outlets which will satisfy all your shopping needs. The Walk will be the place for friends and family to relax in an exclusive beach atmosphere.

The Walk has appointed Aswaq Management & Services L.L.C as the retail property consultant for the project during design, construction and pre-opening phases.

The Walk's retail outlets will be open for business in the first quarter of 2007, providing a sophisticated and unique experience to the 20,000 residents that will make Jumeirah Beach

Residence their home.

'Over the next five years more than 81.1 million square feet of retail floor space is expected to be completed throughout the GCC. Dubai Properties through projects like The Walk will play an important part in this growth, not only because of its unique concept, but also through the presence of renowned international brands,' concluded Al Dabal.

Some of the leading retail groups in the Middle East as well as operators from Europe and Asia are investing with The Walk including Azal Group, Al Shaya Trading, Liwa Trading, Bin Lahej International Restaurants, Damas Jewellery, Sifico Fashion, Kuwait Food Co. Americana, Landmark International, Outfit, JML Investment Group, Watson's, Apparel General Trading, Madeleine Fashion and Hutchison Whampoa Limited, a fortune 500 company based in Hong Kong.

## Notes and Media Contacts

Dubai Properties is a member of Dubai Holding and operates with the express aim of conceiving large-scale developments, transforming Dubai's vision into reality. The portfolio of projects handled by Dubai Properties is diverse and represents the highest quality of real estate in the region. Real estate offerings by Dubai Properties include the 1.7km long Jumeirah Beach Residence with The Walk as a promenade of retail and entertainment venues stretching the waterfront. Business Bay, the region's business capital offers the best corporate headquarters for international businesses. The Villas at Dubailand is another unique development from Dubai Properties offering hacienda-style residential communities.

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