



Press Release

Emaar Entertainment announces partnership with Discovery Consumer Products and reveals first-of-their-kind initiatives

- *Emaar Entertainment reveals partnership with Discovery Consumer Products*
- *World's first 'Discovery Shark Week' exhibition to open at Dubai Aquarium & Underwater Zoo in Summer 2016*
- *Flagship Discovery Channel Store launches at Dubai Aquarium & Underwater Zoo in The Dubai Mall, and places emphasis on conservation & philanthropy*
- *Breath-taking retail experience featuring awe-inspiring footage of marine life with the storefront suspended over an aquarium*

Dubai, UAE; June 1, 2016: Emaar Entertainment, the leisure and entertainment subsidiary of Emaar Properties, has partnered with Discovery Consumer Products, the licensing arm of Discovery Communications. The partnership is focused on promoting the companies' shared philosophy of valuing the practice of conservation and philanthropy, while delivering experiences that inspire, entertain, educate and delight.

The initial project in the new partnership between Emaar Entertainment and Discovery Consumer Products is the new flagship Discovery Channel store, opened today at Dubai Aquarium & Underwater Zoo in The Dubai Mall. The store promotes the concept of 'responsible retail' and is first for the region.

The next exciting initiative is an embodiment of one of Discovery's cult franchises, the now-iconic 'Shark Week'. Opening to the public in Summer 2016, this sensational new addition to Dubai Aquarium & Underwater Zoo will be the world's first official 'Discovery Shark Week' exhibit, bringing the franchise to life and offering guests access to the underwater world of the sharks, through a truly innovative and interactive experience.

Maitha Al Dossari, Chief Executive Officer of Emaar Entertainment LLC, said: "One of the most effective ways to promote environmental awareness and conservation initiatives is to instill a sense of real-life engagement with these activities in the minds of the public. The Discovery Channel store's elaborate tie-ins with charitable entities, enables people not only to learn more about the aquatic world but also participate in making a difference. This is a unique model of 'responsible retail' that underlines our commitment towards conservation."

Paul Hamilton, General Manager and Curator of Dubai Aquarium & Underwater Zoo, added: "Our partnership with Discovery and their world-recognised brands, reflects our vision of connecting our guests with the natural world, and is also a part of Emaar Entertainment's mission to continually strive to enhance the visitor experience. Today's opening of the new Discovery store at Dubai Aquarium & Underwater Zoo is just the beginning of our partnership and we look forward to sharing the exciting initiatives we have planned for the upcoming months, including the upcoming launch of our exciting new and interactive 'Shark Week' exhibit."



“Discovery has been satisfying curiosity for more than 30 years, providing on-screen experiences that entertain, inspire and educate audiences across the world. Through our new partnership with Emaar Entertainment and the opening of the Discovery Channel store, we can take the best of Discovery off-screen and provide a fun, innovative and interactive brand experience for our local audiences,” said Amanda Turnbull, VP Country Manager, Discovery Networks MENA.

Opening today, the new Discovery Channel store located on the second floor of Dubai Aquarium & Underwater Zoo is a first for the region, pushing the frontiers of innovation at several levels and offering a unique mix of must-have merchandise and educational experiences, all with a message of conservation at its core. In a unique first, the storefront is suspended over an aquarium linked directly to Dubai Aquarium, offering a seamless integration of digital and reality. The storefront is developed from huge LG LED screens, featuring awe-inspiring footage of marine life.

This innovative blending of digital with reality continues in-store, where customers can enjoy footage from Discovery Channel, be entertained by further aquariums and browse the wide range of Discovery products and gifts, as well as Dubai Aquarium & Underwater Zoo merchandise.

There will be products from Discovery Channel and Animal Planet, including books, apparel, outdoor gear, scientific toys, animal figurines and plush toys, as well as a number of DVD titles, allowing local fans to take home a piece of Discovery for the first time and be immersed in an interactive world unlike anything ever seen in the region.

Alongside the product from Discovery’s most popular programmes, faces and franchises, such as Bear Grylls, Shark Week and Gold Rush, the shop will remain true to its philanthropic outlook, offering customers a number of brands specifically chosen for their commendable efforts in supporting charities that promote environmental conservation and the wellness of human beings.

Some of these brands include: ‘The Whale Company’ which makes sustainable products and supports marine conservation; ‘Gandys Flip-Flops’, whose profits help fund children’s homes in Sri Lanka and India (two of the areas worst affected by the 2004 tsunami); and ‘LifeStraw’ which makes a simple but highly effective water purification system and donates one of these life-saving devices to a child in the developing world for every straw bought.

Not forgetting lovers of latest gadgets, the Discovery Channel store at Dubai Aquarium & Underwater Zoo also has a number of hi-tech ‘boy’s toys’ for sale, including a state-of-the art, working two-man submersible on display at the heart of the shop, which is the perfect gift for couples and families who wish to explore the aquatic world!

Dubai Aquarium & Underwater Zoo is an integral part of Emaar Entertainment’s diverse portfolio of attractions. Located strategically in the heart of The Dubai Mall, Dubai Aquarium is one of the largest indoor aquariums of its kind in the world, with the capacity to hold 10 million litres of water. Dubai Aquarium illuminates the marvels of the ocean floor, showcases one of the most diverse collections of aquatic life worldwide and features a 270-degree walkthrough tunnel.



Underwater Zoo, located on Level 2 offers an interactive approach to educating guests of all ages on the ecology and sustainability of marine life. The experience consists of three ecological zones: Rainforest, Coastline and UAE Night Creatures, where a variety of aquatic animals are featured including Penguins, Crocodiles, Piranhas, Giant Spider Crabs, Water Rats, Sea Horses and Sea Jellies.

For further information, visit www.thedubaiaquarium.com or call 04 448 5200.

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Note to Editors

About Emaar Entertainment:

Emaar Entertainment is a leading operator of exceptional experiences that bring delight, enrich lives and 'inspire joy' for all. Defined by pioneering attractions that are unique, and transcend just entertainment or leisure, Emaar Entertainment focuses on delivering top quality entertainment, led by un-matched industry expertise.

Emaar Entertainment today manages a world-class portfolio of attractions that delight millions of customers. Driving the entertainment and leisure operations at all mall developments under Emaar Malls (DFM: EMAARMALLS), Emaar Entertainment is credited with developing and managing some of Dubai's most-visited leisure attractions.

In The Dubai Mall, Emaar Entertainment showcases the immensely popular KidZania®, SEGA Republic, Dubai Ice Rink and Dubai Aquarium & Underwater Zoo. Another leisure attraction by Emaar Entertainment is the family-friendly Njoi at Dubai Marina Mall. Emaar Entertainment also developed and manages the 22-screen Reel Cinemas at The Dubai Mall; the first 'Premier' Reel Cinemas Cineplex at Dubai Marina Mall; the trendy Reel Cinemas at The Beach; and the luxury Reel Cinemas Cineplex at CITY WALK.

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About Discovery Communications:

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the leader in global entertainment reaching 3 billion cumulative subscribers in more than 220 countries and territories. Discovery satisfies curiosity, entertains and inspires viewers with high-quality content through global brands, led by Discovery Channel, TLC, Investigation Discovery, Animal Planet, Science and Turbo/Velocity, as well as U.S. joint venture network OWN: Oprah Winfrey Network, and through the Discovery Digital Networks portfolio, including Seeker and SourceFed. Discovery owns Eurosport, the leading pan-regional sports entertainment destination across Europe and Asia-Pacific. Discovery also is a leading provider of educational products and services to schools, including an award-winning series of K-12 digital textbooks, through Discovery Education. www.discoverycommunications.com.