



THE ADDRESS
HOTELS + RESORTS

The Address Hotels + Resorts partners with Emirates' Skywards frequent flyer programme

Dubai, UAE; June, 2010: The Address Hotels + Resorts, the five-star premium hotel brand launched by Emaar Hospitality Group, has partnered with Skywards, the frequent flyer programme of Emirates Airline, to reward guests staying at their hotels with Skywards Miles. This partnership is a further testament to the strategic relationship that Emaar Hospitality Group shares with Emirates Airline and is the first frequent flyer partnership for the Group.

Mr Marc Dardenne, Chief Executive Officer, Emaar Hospitality Group and Emaar Hotels & Resorts and Mr Brian LaBelle, Senior Vice President, Skywards recently signed the agreement at a ceremony held at Level 152 of Burj Khalifa, the world's tallest tower. The venue was specially chosen to highlight the 'tall' benefits that the agreement will bring to The Address Hotels + Resort's guests.

Mr. Dardenne said: "The partnership with Emirates Skywards for this customer engagement programme is an added incentive for our guests, who now have the option of adding Miles whenever they book a stay and use the facilities of The Address Hotels + Resorts. This fits in perfectly with our development ethos of offering tangible guest benefits to our customers. The partnership will also further strengthen the travel and tourism sector, and highlights the strong public private sector linkages in Dubai."

As per the agreement not only will guests who book a room for a night or more on an eligible rate across The Address Hotels + Resorts receive Miles for their stay; they could also earn Miles for using various hotel amenities during their stay including laundry, telephone facilities and the myriad dining choices across any of the five Address Hotels. Guests will receive one mile for every one US dollar spent across the hotel, offering them more and more chances to earn on each visit.

Mr LaBelle added: "We are delighted to partner with the Emaar Hospitality Group, our newest prestigious partner. Skywards members who are visiting Dubai can enjoy all that The Address Hotels + Resorts' five properties have to offer. Some of Dubai's best restaurants are in The Address Hotels + Resorts. Hotel guests can take advantage of earning additional Miles by dining in these excellent restaurants."

The Address Hotels + Resorts has five world-class properties in Dubai including: The Address Downtown Dubai, The Address Dubai Mall, The Address Dubai Marina, The Address Montgomerie Dubai and The Palace – The Old Town.

Skywards offers three tiers of membership - Blue, Silver and Gold - with each membership tier providing exclusive privileges. Skywards Miles can be redeemed for an extensive range of rewards, including tickets on Emirates and other Skywards partner airlines, flight upgrades, hotel accommodation, excursions and exclusive shopping. For more information visit:

www.skywards.com

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