



## Photo Release

# **Emaar Retail signs agreement with National Bank of Abu Dhabi as ‘Grand Partner’ of SEGA Republic**

- *One-year contract will offer an array of benefits for NBAD cardholders*
- *Underlines strong institutional partnerships fostered by Emaar Retail’s leisure attractions*

**Dubai, UAE; November 19, 2011:** Emaar Retail LLC, the provider of premium leisure and entertainment attractions, has signed an agreement with the National Bank of Abu Dhabi whereby the leading financial institution will serve as the ‘Grand Partner’ of SEGA Republic, the first and largest of its kind indoor theme park in the Middle East, located in The Dubai Mall.

Mr Arif Amiri, Chief Executive Officer of Emaar Retail LLC, and Mr Suvo Sarkar, General Manager of Consumer & Elite Banking of National Bank of Abu Dhabi, signed the agreement at SEGA Republic.

As per the agreement, National Bank of Abu Dhabi cardholders stand to gain an array of benefits at SEGA Republic, one of the most popular theme parks in the region managed by Emaar Retail, for one year, starting from September 1, 2011.

For every purchase of a Power Pass, the entry ticket to SEGA Republic, using a National Bank of Abu Dhabi card, the cardholder will be entitled to another Power Pass entirely free. Each Power Pass facilitates unlimited access to nine thrilling attractions at SEGA Republic, all through the day. On spending AED 200 with their card, the cardholders will also receive AED 100 free credit on the spot.

Mr Amiri said: “The agreement with National Bank of Abu Dhabi underlines the increasing popularity of Emaar Retail’s leisure attractions as preferred marketing partners for leading corporates and financial institutions. By ensuring maximum eye-balls, the leisure attractions of Emaar Retail ensure that our partners can reach out to a wide audience, covering the entire spectrum of the society. SEGA Republic is a preferred destination for both young and old, and our partnership will be a great value addition for the bank’s customers.”

Mr Sarkar said: “The National Bank of Abu Dhabi’s cards stand out in the market place because of the many benefits and privileges offered to cardholders. On top of NBAD Stars Loyalty programme, purchase protection, road side assistance, and travel insurance, NBAD also continuously finds other ways to enhance benefits to cardholders. Partnering with a great and popular entertainment provider like SEGA delivers real value for esteemed NBAD cardholders and helps to differentiate NBAD cards from others.”

Developed by Emaar Retail LLC in partnership with SEGA Corporation, Japan’s leading indoor theme park developer, SEGA Republic sprawls over 76,000 sq ft, across two levels of The Dubai Mall. It offers visitors of all ages the opportunity to discover the worlds they wish to explore through a variety of themed zones – Adventure Zone, Speed Zone, Cyberpop Zone and Sports Zone – together offering nine thrilling rides and over 250 amusement games - and a Redemption Zone.



From virtual reality and arcade games to simulation activities and physical sports games, SEGA Republic will thrill all visitors. Access to the indoor attraction is easy with dedicated parking facility offered. SEGA Republic is open from 10am to 11pm on weekdays and from 10am to 1am on weekends (Thursday to Saturday).

Emaar Retail's leisure attractions include KidZania®, a unique children's edutainment centre – founded in Mexico - which has made its debut in the Middle East at The Dubai Mall; Dubai Aquarium & Underwater Zoo, with over 33,000 aquatic animals; the Olympic-sized Dubai Ice Rink, and the 22-screen Reel Cinemas – all in The Dubai Mall. The company also owns and operates the six-screen premier boutique Reel Cinemas Cineplex at Dubai Marina Mall.

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