



Photo Release

Emaar Retail honours staff achievements with STAAR Awards

Dubai, UAE; May 31, 2011: Emaar Retail LLC, a pioneer in innovative entertainment, leisure and retail concepts, has introduced the STAAR Awards to acknowledge and demonstrate appreciation for the outstanding achievements of its 800-strong staff members.

The STAAR Awards honours employees for five key parameters: Smile, Teamwork, Attitude, Attention to Detail and Respect. Each of the five leisure assets of Emaar Retail including Dubai Aquarium & Underwater Zoo, Dubai Ice Rink, KidZania®, Reel Cinemas and SEGA Republic nominates staff members for STAAR Awards. Based on these nominations, one employee is selected every month from each attraction for outstanding performance within these parameters.

STAAR winners were awarded at a recent ceremony held on May 26, 2011 by Arif Amiri, Chief Executive Officer of Emaar Retail LLC. He said: "Emaar Retail is committed to providing the best of customer experience for our visitors, and in this regard, the active engagement of our staff members plays a vital role. The STAAR Awards are a key management initiative to further encourage our staff members to enhance customer services standards and contribute to the overall efficiencies of the organisation."

Emaar Retail LLC manages Dubai Aquarium & Underwater Zoo, which opens a new window of learning by showcasing some 33,000 aquatic animals; the Olympic-size Dubai Ice Rink; the Middle East's largest and first of its kind indoor theme park – SEGA Republic; the region's largest megaplex; KidZania®, the first and only one of its kind, award-winning children's edutainment centre in the region; the 22-screen Reel Cinemas at The Dubai Mall, and the 6-screen premier boutique Reel Cinemas at Dubai Marina Mall.

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