



Photo Release

Emaar Retail Partners with the Princess Haya Initiative for the Development of Health, Physical Education and School Sports to host Sports & Skills Challenge 2011 at SEGA Republic

- *First of its kind sports championship to be held until May 31, featuring popular sports rides and games at SEGA Republic*

Dubai, UAE; May 21, 2011: Emaar Retail LLC, the premier developer of iconic leisure and entertainment destinations in Dubai, has partnered with the Princess Haya Initiative for the Development of Health, Physical Education & School Sports to host a fun-filled Sports & Skills Challenge 2011 at SEGA Republic. The largest of its kind indoor theme park attraction in the Middle East and located at The Dubai Mall, SEGA Republic, managed by Emaar Retail will host the challenge featuring its sports-based rides and games until May 31, 2011.

Over 80 schools in Dubai are taking part in the Sports & Skills Challenge 2011, which is the first of its kind in the UAE bringing sports-based rides as competitive events for school students. The participating schools were accredited through a registration process wherein each school nominated up to six students.

Arif Amiri, Chief Executive Office, Emaar Retail LLC said: "We believe in providing holistic educational and extra-curricular learning experiences for our young visitors. Joining forces with Princess Haya Initiative for the Development of Health, Physical Education & School Sports marks another first in Dubai, where a leading leisure destination is partnering with a government agency to promote sports. This further underscores our commitment to reach out to schools and educational institutions and foster positive community engagement."

Ahmad Abdul-Rahman, Project Manager of the Princess Haya Initiative for the Development of Health, Physical Education & School Sports said: "The partnership with Emaar Retail to host the first of its kind sports challenge highlights our commitment to bring varied extra-curricular experiences for school students in Dubai and the UAE. The championship will foster the values of team spirit, solidarity and healthy competitiveness among students."

Milton D'Souza, Head of Operations at SEGA Republic Dubai, said: "The championship is aimed at promoting the physical and intellectual skills of students. SEGA Republic has a variety of games in the Sports Zone, and the competition on some of our most popular rides, will be a refreshing new experience for the participants. The Princess Haya Initiative for the Development of Health, Physical Education & School Sports will help us to reach out to a large number of schools through the association's strong network of schools in the country."

The championship is categorized into four age groups for students under 10, 12, 15 and 17 years of age and includes an elimination round, quarter finals, semi-finals and finals. The games for the first three rounds will be from 9am to 12pm, while the finals will be from 10am to 4pm. SEGA Republic will remain open for the public during this period of the competition.



The championship will cover the sporting activities at SEGA Republic including Rock Climbing, NBA Hoops, NFL, Virtual Table Tennis, the bobsledding based Storm-G and the final level of the challenge will be held on the skateboarding based ride, Half Pipe Canyon.

Winners will receive medals and the winning school a championship trophy. Prize sponsors include McDonalds UAE, Hamley's, RAGE Action Sports and California Pizza Kitchen.

SEGA Republic has been developed by Emaar Retail LLC in partnership with SEGA Corporation, Japan's leading indoor theme park developer. It features five themed zones – Wild Adventure, Speed Zone, Cyberpop Zone, Sports Zone and Redemption Zone. From adrenaline-pumping rides and action-packed motion-simulator games to simulated sports games and arcade games, SEGA Republic has something for everyone and promises to thrill visitors of all ages.

In addition to SEGA Republic, Emaar Retail LLC manages a strong portfolio of exclusive leisure and retail concepts including Dubai Aquarium & Underwater Zoo featuring over 33,000 aquatic animals and the world's largest acrylic viewing panel; the Olympic-sized Dubai Ice Rink; Reel Cinemas, the UAE largest megaplex with 22-screens; and KidZania®, the first of its kind edutainment concept in the entire region – all in The Dubai Mall. Reel Cinemas has also introduced the first 'premier' six-screen Cineplex at Dubai Marina Mall.

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