



Photo Release

SEGA Republic rewards winners of 'Spin N Win' Carnival with Malta holiday packages

Dubai, UAE; January 5, 2011: SEGA Republic, the largest of its kind indoor theme park attraction in the Middle East region located in The Dubai Mall, rewarded the winners of its hugely successful 'Spin N Win' Carnival with holiday packages to Malta, courtesy Malta Tourism Authority.

SEGA Republic, managed by Emaar Retail LLC, is one of the most popular leisure attractions in Dubai that appeals to the young and young at heart. The 76,000 sq ft adventure zone hosted the month-long carnival in association with The Address Dubai Mall, Reel Cinemas, California Pizza Kitchen, Yo! Sushi and Gelato DiMino.

Visitors who spent AED 200 at SEGA Republic had the opportunity to try the 'Spin the Win' game and win an array of instant prizes based on colour codes. Weekly prizes of a holiday package for two to Malta were sponsored by the Malta Tourism Authority. Other prizes included hotel stay vouchers, meal vouchers, movie tickets, combo tickets, SEGA Republic merchandise and lots more.

His Excellency Anthony Tabone, Consul General for Malta in Dubai and the Northern Emirates, said: "Our focus as the Consulate General and as MTA's representative office is to primarily work with local partners like SEGA Republic who we see as complementing our role in this region. This joint initiative, even though the very first one, will certainly lead the way to many more such events in the future and I can foresee a strong and growing partnership. I am thankful to SEGA Republic for their involvement in this endeavour. Malta shares an extremely close affinity with the UAE in terms of its language, culture and also diversity and a daily link to the island from Dubai provides residents a chance to experience this for themselves."

Joe Gibbons, General Manager, SEGA Republic added: "The Spin N Win Carnival was among a range of initiatives we launched to offer rewarding experiences for our visitors. The partnership with Malta Tourism Authority and our other sponsors enhanced the appeal of the Carnival, providing weekly winners with the opportunity to visit Malta, a spectacular tourist destination."

On the successful completion of the Carnival, Mr. Carlo Micallef, Group Head Segments Marketing, Malta Tourism Authority, said: "Malta and its growing tourism sector welcomes members from the Gulf regions and has increasingly recorded a growth in markets from the UAE in particular. We are very happy to have concluded a successful promotion and are grateful to SEGA Republic for choosing to partner with us. Our aim is to always lay emphasis on the three vital aspects being heritage, hospitality and diversity and I am confident that this collaboration will help us spread this message to the local population in the UAE."



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 virtual reality, and arcade games, to simulation activities and physical sports games, SEGA Republic will thrill all visitors.

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' Cineplex at Dubai Marina Mall.