



**Discover your second nature**  
**Solidere International unveils its upcoming prime tourist destination**  
**“Al Zorah Resorts, Ajman, UAE” at 2011 ITB Berlin**

**Berlin, Germany; March, 2011:** Al Zorah Resorts Ajman, a freehold development by Solidere International presents at the ongoing ITB Berlin 2011 a unique opportunity for travel professionals, investors in leisure and tourism industries and tourists to rediscover nature at its pristine best. The shore lapping sweet echoing serenity of Al Zorah Resorts places it comfortably high on the list of top unspoiled destinations, offering investment opportunities in various sectors from hospitality and leisure to business and retail benefiting from Ajman free zone and tax free incentives.

Set on the coastline of Ajman, a liberal Emirate in the United Arab Emirates (UAE), Al Zorah Resorts stretches along a 7 kilometer waterfront on the Arabian Sea. The site offers a kaleidoscope of colors and virgin topography, including white, untouched, sun bathed sandy beaches, a natural mangrove forest home to 58 species of birds, lucent lagoons, water canals and navigable creeks. This destination panacea offers an exquisite mix of leisure, pleasure and business expressions catering to a spectrum of impulses from those seeking exciting adventures to those cherishing relaxation and tranquility.

From the boardwalk to the board meeting is a relaxing stroll or bike ride across world-class leisure facilities comprising luxury beachfront resorts, charming boutique hotels, themed restaurants, as well as traditional and culturally colorful retail outlets. An 18-hole golf course meeting the highest international standards on the periphery of sandy dunes and the mangrove forest calls for competitive play by the water and club house celebrations in dynamic and luxurious settings. Once you decide to get your computer mouse in action, several hotels cater services adhering to your strictest business guidelines and objectives, notably through facilities and services for meetings, incentives, conferences and exhibitions (MICE). When sales are set aside, it's perhaps time to put up your sails and seek refuge in the lull of quiet canoeing, aboard water taxis or simply cruising aboard the many yachts mooring the three international marinas.

At the center of the resort a charming and cosmopolitan tourist village will be a beehive of activity vibrating with diversity, charm, and ample opportunities for chilling out or chilled drinks in the daytime or deep into the night clubbing scene where a large complement of lounges, pubs and bars adorn the village. From climate controlled high-end street shops, to narrow walkways connecting the hotel district with the city center, restaurants and cafes are bunched together with traditional artisan and local crafts shops. The tourist village is also a home for a number of villas, residences and pied-dans-l'eau apartments on the mangrove edge and the beachfront. For the

environmentally conscientious, project components will be linked through bike and jogging tracks, water channels and a low-pollution electric train network.

The area's cultural heritage can be explored and better appreciated at Al Zorah Resorts, where guests can experience traditional boat building, fishing, falconry and other historically steeped practices. The seafront modern beach club is a haven for sports aficionados who can take part in various sports interests, including canoeing, kayaking and surfing, and also harbors team sports such as beach volley ball, basket ball, polo and water polo, to name a few. You can get your heart jumping and adrenaline pumping riding dune buggies, dirt biking, paragliding, bungee jumping, and skydiving.

Al Zorah Resorts is a stone's throw away from Dubai and Sharjah Airports, and highly accessible from other key Emirates through the extensive national roads network.

Al Zorah will expand the horizons of the gateway experience and will redefine leisure to become a new benchmark among the region's leading tourist destinations.

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### **About Solidere International**

SOLIDERE INTERNATIONAL, partly owned by Solidere, is registered in Dubai international Financial Centre. Other shareholders in the company include individual and institutional investors from the Middle East and Europe as well as international funds. Drawing on Solidere's 15-year expertise in urban planning, project consultancy and management, Solidere International offers a complete package that includes master planning, financing, marketing and management for developers and planners in the region beyond. In addition to Al Zorah Project, SI has assigned agreements for the development of Westown and Eastown, two projects in Cairo's western and eastern suburbs, an agreement for the development of a mixed use project in Riyadh, KSA, and a residential tower in Jeddah KSA.

### **About Al Zorah Development Company**

The Al Zorah Development (Private) Company P.S.C. is a joint venture between the government of Ajman and Solidere International. It was incorporated on October 31, 2007 as a Free Zone Company under the laws of Ajman, United Arab Emirates. Its objective is to carry out all business relevant to the development of the Al Zorah area, as well as acquire land and property and then market, manage and lease these for the Company or other parties. In addition, the company's aim is to develop Al Zorah to become a distinctive tourist destination that includes a number of hotels, resorts, marinas, entertainment facilities and restaurants. The company's capital is AED 2 billion