Press Release

Emaar unveils cosmopolitan lifestyle choice in heart of Dubai with Vida Residence, The Hills

- *Vida serviced residences mark youthful vitality and warmth, and will appeal to the young and trendy*
- *Global launch of Vida Residence, The Hills in four cities - Dubai, Abu Dhabi, Riyadh and Singapore*
- *Central location near the fully-established Emirates Living development, with spectacular golf course-views*
- *Online registration for customers in Dubai and Abu Dhabi commences on December 11 at www.emaar.com; sale on December 14, 2013*
- *Sale in Singapore will start on December 14 on first come first, served basis; showcase in Riyadh also on same day*

Dubai, UAE; December 9, 2013: Emaar Properties, the global developer of iconic projects, is unveiling a stylish and cosmopolitan lifestyle choice in urban living with the launch of Vida Residence, The Hills in the heart of Dubai.

Vida Residence, The Hills, featuring only 136 serviced apartments, draws on the design approach and philosophy of Emaar's newly launched hotel brand, Vida Hotels and Resorts, which is defined by warmth, diversity, and vitality. The homes will appeal to the new generation of entrepreneurs and professionals with the Vida Hotels to offer its personalised service to the residents.

Billed to be the first choice in serviced homes for the trend-savvy, the Vida Residence, The Hills are aesthetically designed and fitted, taking into consideration the preferences of young professionals and families. Creating an inspiring environment, the 1-, 2-, and 3-bedroom Vida Residence, The Hills offer all the modern comforts and amenities that suit the personality of its residents.

Vida Residence, The Hills is located centrally near Emirates Living, a fully-established neighbourhood, with quick access to the Dubai Metro, Sheikh Zayed Road, Dubai Internet City and Dubai Media City. The homes will also enhance the quality of living of its residents with stunning views of a neighbouring golf course, not just from their living rooms, but also the bedrooms. Some units also open to views of Dubai Marina, which forms a glittering skyline by evening.

Emaar is launching the new Vida serviced residences globally, led by the growing interest in Dubai as a safe investment haven and leisure destination. In addition to sales in Dubai and Abu Dhabi, Emaar is now offering investors in Saudi Arabia and Singapore the opportunity to own a stylish new home in the city.

Ahmad Al Matrooshi, Managing Director of Emaar Properties, said: "Dubai serves as the go-to city for a vast youthful demography of over 2 billion people below the age of 25 years across the Middle East, Africa, and Asia. Vida Residence, The Hills is designed to serve as a new lifestyle destination for discerning youth and families.

"With Dubai underlining its status as a preferred business and tourism hub, the city also serves as a magnet for professionals around the world. Vida will meet their aspirations by offering a creative, convenient, and inspiring environment. We are marking the international launch of Vida serviced residences to draw on the strong interest for stylish modern homes in Dubai from investors around the world."

Residents at the new development will have access to the amenities at the adjoining Vida Hotel, an urban hub featuring signature restaurants and business facilities. They can also access the outdoor deck featuring amenities such as a barbecue station and yoga lawn within The Hills, a complex of four low-rise apartments and one of Emaar's newest projects.

Distinguished by its low-rise architecture, Vida Residence, The Hills are set in two 12 to 15-storey buildings. The homes will feature contemporary finishes and design, with chic colour schemes. With advanced telecom and entertainment connectivity, the homes will have 24-hour security and maintenance support.

Potential investors in Dubai and Abu Dhabi can register their interest online at www.emaar.com from December 11, 2013. The sale will be held on December 14 at Emaar Sales Centre in Emaar Square, Downtown Dubai and at the Emaar Sales Centre in Al Nahda Tower, Abu Dhabi from 10am. The Singapore launch will be held at Pan Pacific Singapore from 2pm on December 14, on first come, first served basis, and the Riyadh showcase will open at 9am at Four Seasons Hotel on the same day.

For more information please call, +9714 366 1676 (International) or 800 36227 (UAE), or email globalsales@emaar.ae.

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Note to Editors

About Emaar Properties PJSC:
Emaar Properties PJSC, listed on the Dubai Financial Market, is a global property developer with a significant presence in the Middle East, North Africa and Asia. A provider of premium lifestyles through its world-class portfolio of integrated communities, the company also has proven competencies in shopping malls & retail, and hospitality & leisure. Burj Khalifa, the world's tallest building, and The Dubai Mall, the world's largest shopping and entertainment destination, are among Emaar's trophy developments.
Emaar is currently expanding The Dubai Mall's Fashion Avenue by 1 million sq ft and also redefining the cultural scene of the city with The Opera District in Downtown Dubai, to feature the city's first opera house and several art and design galleries. The company is partnering with Meraas Holding to develop Dubai Hills Estate, the first phase of Mohammed Bin Rashid City (MBR City). Emaar and Dubai Holding have also joined hands to develop a magnificent 1,500-acre mixed-use waterfront development within MBR City that draws inspiration from the Dubai Creek.
Among other mega-projects of Emaar is the King Abdullah Economic City in Saudi Arabia the region's largest private sector-led project. Emaar is also the largest foreign direct investor in India's real estate sector and its joint venture has a country-wide presence covering the residential, commercial, retail and hospitality sectors. www.emaar.com

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