

VICEROY HOTEL GROUP

VICEROY DUBAI ANNOUNCED IN THE MOST SOUGHT AFTER DESTINATION IN THE UAE

*Luxury Hotel Group Further Expands into Burgeoning Middle East Market
with a new 2017 opening*

(Dubai, UAE) – May 15, 2013: **Viceroy Hotel Group** announces one of its most important portfolio additions to date with the 2017 opening of Viceroy Dubai, Palm Jumeirah. The \$1 billion dollar endeavor marks the company's first venture into Dubai and its second in the United Arab Emirates alongside sister property Yas Viceroy Abu Dhabi.

Located on ultimate beachfront property in one of the world's most desirable destinations, the **Viceroy Dubai Palm Jumeirah** is owned by SKAI Holdings, and will be developed by the same company behind the UAE's Nurai Island and Al Barari, Zaya Dubai.

With state of the art architecture and innovative design lead by Yabu Pushelberg and NAO Taniyama and Associates, Viceroy Dubai Palm Jumeirah will offer 481 spacious guest rooms and suites, all with breathtaking views of the Arabian Gulf. The property's attractive location is situated at the base trunk of The Palm Jumeirah, making it rapidly accessible from Sheikh Zayed Road. This strategic and preferred location is only 15 minutes from the city's downtown center, and is close to major tourist and business attractions such as the Dubai Marina and Dubai International Financial Center.

"This property marks our first foray into the Dubai market and is a milestone in our growth in the region" remarks **Bill Walshe, CEO of Viceroy Hotel Group**. Our market entry is perfectly timed and our partnership brings together the collaboration of two success stories in the real estate and hospitality industries. We expect this property to set a new bar in beachfront luxury, not just for Dubai, but anywhere in the world."

Kabir Mulchandani, CEO, SKAI Holdings said: "Viceroy Dubai Palm Jumeirah will offer the best of both worlds. It is a luxury beach resort in the heart of Dubai, a family retreat as well as an exciting entertainment destination. We have partnered with Viceroy Hotels and Resorts as the brand is renowned for delivering enchanting lifestyle experiences and intuitive service in sought-after locations around the world. I am sure that this is a development that Dubai will be proud of" said Mulchandani.

Nadia Zaal, CEO of Zaya Dubai, developers of the project said: "After the successful completion of Al Barari and Nurai, we are excited to have this as our third project in the UAE. We believe that the development will truly redefine the idea of an urban destination and create a lifestyle concept that delivers more than you could ever expect."

Viceroy Dubai Palm Jumeirah will feature services and amenities created specifically for the diverse group of business and leisure guests expected to frequent the hotel and residences. The hotel will also include spectacular dining venues hosted by world-class chefs and a modern spa. A beach club and a one hundred meter-long pool will also be complemented by children's clubs, entertainment and sporting activities.

Viceroy Dubai Palm Jumeirah will include 221 signature Viceroy Residences. Owners and guests will benefit from unparalleled service and amenities that the Viceroy brand has become internationally renowned for.

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About Viceroy Hotel Group

[Viceroy Hotel Group](#) delivers one-of-a-kind lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. Signature brand amenities and services created for the diverse business and leisure guests include dynamic dining venues featuring world-class culinary talents and destination spas specializing in health, fitness and beauty. Current properties include hotels and resorts in **Abu Dhabi, Anguilla, Beverly Hills, Maldives, Miami, New York, Palm Springs, Riviera Maya, San Francisco, Santa Monica, Snowmass, St. Lucia** and **Zihuatanejo** with forthcoming openings in **New York, Istanbul** and **Bodrum, Turkey**.

About SKAI Holdings www.skaiholdings.com

SKAI Holdings is a Dubai-based real estate investment firm. Launched in 2011, it offers the entire range of services in the real estate industry from development to refurbishment to sales and hospitality. Being involved in all sectors of the industry allows of seamless forward-integration and economies of scale.

Property Development: SKAI Holdings is involved in the construction and development of properties across the UAE. Currently projects under development are valued at AED 3.6 billion.

Property Investment: SKAI Holdings purchases ready-properties with potential of improvement with their values, significantly enhances them and puts them back on the market.

Property Development Completion: SKAI Holdings identifies quality unfinished projects and through joint ventures with developer and contractors, infuses capital and know-how which results in completion of struggling incomplete projects.

Brokerage: SKAI Real Estate is a new brokerage firm of SKAI Holdings that will change the way the industry operates. It offers property for sale or for rent with the lowest commission in the market and full transparency. www.skai-re.com

Deluxe Serviced Apartments: SKAI Residency brings a brand new range of modern and deluxe hotel apartments to Dubai. www.skairesidency.com

For media information, please contact:

US PR:

Maggie Porges or Carran Gannaway, LaForce + Stevens

viceroypress@laforce-stevens.com

Tel: (212) 242-9353

UAE PR:

Jonathan Rivlin

Direct Line: +971 (0)4 446 2433

jrivlin@prco.com