



Al Barari generates over AED 2 Billion in sales

**Unique value offering sees off fierce market competition and
market slow-down**

Dubai, March 2007: In just under eight months and with prices starting at AED 10 million, Al Barari has generated sales in excess of AED 2 billion for the first stage of the 306 luxury villas under construction, despite the current market slow-down. Exceptional sales generated thus far are believed to be attributed to the unique value proposition and undeniable quality of the project

The next stage of lavish villas, which range from 10,107 sq feet to 16,404 sq feet and come in 16 distinct architectural styles, were recently released with prices starting at AED 13.5 million.

As befitting Dubai's cosmopolitan clientele, nationals from the GCC, Levant and North Africa region, as well as European, and Asians have identified Al Barari as a unique residential and lifestyle community offering superior quality by catering to the wishes of the distinct few. Buyers' profiles mainly include royalty, Sheikhs, dignitaries, investors, bankers, business owners and entrepreneurs – making the Al Barari development one of the few prestigious communities in Dubai.

Al Barari is a 14 million sq foot secluded paradise that offers the discerning home buyer an exclusive, lavish and innovative living experience beyond compare. Located in the prestigious Nad Al Sheba area and bordering a wildlife reserve, the site's tower-free topography offers unobstructed views with elevations between 10 and 36 metres.

“Our development concept was born after extensive research to identify market demands, and to cater to the aspirations of the discerning buyers who seek a living experience which extends beyond bricks and water. We are in the business of creating dreams not building homes. Moreover, thorough global benchmarking exercises on all levels were undertaken to ensure that the final offering speaks for itself”, said Al Barari CEO Nadia Zaal.

“Our homes are a true testimony to superior quality in the true sense of the word. Whether its is our use of building materials, extensive choice of the worlds finest finishes, the surrounding beautifully designed gardens and infinity pools, or the sheer space on offer, we have spared no cost to ensure that we deliver a unique product setting us apart from the competition” She added.

Al Barari’s unique investment potential and value proposition continues to encourage local, regional and international investors to choose it despite numerous other market players. Mr. Klaus Liliskies, a German investor and one of the buyers comments, “I have always believed in investing in *the most exclusive properties* in top global cities as historically, they have proven to be the best investment propositions through all market cycles. With Dubai emerging as the regional capital, I have reviewed all developments in the market before opting to invest in Al Barari. Al Barari is emerging as the premier address within Dubai, and I am confident that my investment is not only safe, but will deliver excellent returns.”.

Another buyer, Mr. Ahmed Al Sirkal, Chairman and founder of Al Sirkal Group, concurs, “Al Barari’s authentic Arabian architecture and emphasis on preservation of the UAE’s culture, heritage and wildlife are amongst the main reasons why I have chosen to invest in it. Moreover, the spaciousness of the villas, quality of build up material and finishes and the sense of exclusivity and privacy make it an ideal home for my family.”

On completion, the AED 6.6 billion project will contain villas, 16 botanical gardens, a 6-star boutique hotel, a healing haven wellness resort, unique retail experience, luxurious Riyadh homes and one of the largest plant nurseries in the region.

Additional features include purposely designed educational gardens for children and 'The Kasbah – live and work village', which will have world class restaurants, and serve as a hub for art, music and culture with galleries, music and dance schools as well as an outdoor amphitheatre.

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About Al Barari Development Company

Al Barari Development Company was founded by Mr. Zaal Mohamed Zaal in 2005 to provide high net worth individuals with innovative housing. Al Barari Development's mission is to continuously raise the benchmark of the quality of property development in the U.A.E. through the development of eco-conscious sustainable communities and the implementation and utilization of new standards in estate planning, environment controls, and ongoing quality driven management. Al Barari Development is credited with the conception and development of the unique Al Barari community.

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