



Al Barari to showcase flagship project in key Asia Pacific luxury property markets

Participation in Citiscape Asia 2007 and Extravaganza Shanghai following its unprecedented success in the UAE

Having successfully marketed its premium luxury lifestyle project in the UAE, Al Barari Development Company is taking its massive AED 6.6 billion flagship Development in Dubai on an international road show starting with key Asia Pacific luxury property markets including two high profile exhibitions; Singapore's Citiscape Asia 2007 and Extravaganza Shanghai.

The move is expected to give global property investors a chance to be a part of this exclusive and luxurious lifestyle development that has spawned a lot of interest and excitement in the Dubai and regional real estate sector, generating over AED2 billion in sales in the first phase alone.

"The Asia Pacific region has, over the past 20 years, continued to keep high economic growth rates exceeding those of other regions and has subsequently become known as a key 'growth centre' of the global economy and home to the world's biggest investors and high net worth individuals. Our participation in these two high profile events is an excellent opportunity to showcase the world-class lifestyle and investment potential of Al Barari Development to this audience," said Al Barari CEO Nadia Zaal.

On 10-12 April 2007, Al Barari heads to Singapore to participate in Citiscape Asia, one of the premier networking events in the property investment and

development sector in Asia. Cityscape Asia brings together regional and international investors, architects and designers, property developers, governmental authorities and senior executives involved in the design and construction of public and private property developments.

Extravaganza Shanghai 2007, which runs between 1-2 of June, is an exhibition that gathers some of the world's most luxurious products and services – from real estate and automobiles to jewellery and haute couture - geared at the increasingly affluent Chinese nationals.

Poised to continue its strong economic performance of recent years, the Asia Pacific region, represents a key market for real estate developers around the world. Singapore, on the one hand, gives access to a regional market of over 2.8 billion people. With one of the world's highest per capita GDP, Singapore has reaffirmed its position as the Lion of the Asian Market. It is also bursting with iconic architecture and considered to be a beacon for best practice in green architecture, environmental planning and structuring of real estate investment products.

China has, on the other hand, been the focus of great international attention. With its massive urbanisation programme, continued GDP growth of above 10 percent and an estimated quarter of a million high net worth individuals, China is expected to generate the world's highest number of new millionaires – a lucrative prospect for luxury real estate developers around the world.

“Our participation will not only enhance our status as a key player in the luxury real estate sector, but will also enable us to meet with important investors and real estate developers as well as initiate bilateral business meeting and collaborative ventures to launch new projects in opportunistic markets,” added Zaal.

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.

On completion, the AED 6.6 billion project will contain 306 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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