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Al Barari Launches First Show Home

- Developer sets Dubai milestone by completing the first luxury villa of entire Dubailand development -

Dubai, UAE, April 28, 2008: Al Barari unveiled the show home of their flagship development, during a gala high-profile event yesterday. Located in Nad Al Sheba neighbouring the wildlife sanctuary and the royal grounds, the home is the first high end luxury villa to be launched in Dubailand.

The show home was unveiled by Mohammed Bin Zaal, the COO of Al Barari, who was clearly moved at times during his brief remarks commemorating the milestone.

When my father founded Al Barari; he did so with the premise that this ground we now stand on would one day become a home for his family among a community based on love, social responsibilities, and harmony, his dream and vision not just to build a master piece of architecture and quality but a home for the heart and soul. Al Barari never compromised on attention to details, quality, commitment, and value creation.

We did not just set the bench mark for other developers we are the bench mark for others to follow; my father was once asked if Al Barari had competitors, none was the answer, why? It is simple our value creation is different, while others build to make money on every centimetre of land, rush it through, build it ,sell it, collect the money and move to the next we are value creators and not money makers. (Please shorten but keep the same essence of the paragraph)

The majority of developers are consultant led and most of consultants with all due respect don't know their elbows from their knees. We in turn carefully choose our consultants; then lead them and teach them, we know what we want; we are passionate about our work and it shows in every single detail. (keep the strength of the paragraph but you can shorten/ re-work it)

Our value creation and philosophy is different. We are developing Al Barari for our selves, by our standards. While others talk about sustainability, greenery, the environment, culture, and social values we are actually doing it and investing billions in it, our investment and value creation in the themed gardens, woodlands, waterways, streams, and water bodies is 1.4 Billion, we are planting 4.6 million of trees, shrubs, and ground cover plus the introduction of 1800 new species of plants and trees that never been seen in the area before.

We are building the longest manmade waterway in the world 14.6 kilometres of water bodies. We are investing real money in creating the best living environment and quality of life for our community.

Phase 2 of Al Barari is home to 120 suite 6 star boutique hotel with 32 attached villas, destination spa resort, alternative medicine village, apartments, the souq, the living wall, the grand mosque, and cultural village at a cost of 10.4 Billion. Al Barari is the least dense development in the regions. (Please keep the major points but you can change it to fact)

We built Al Barari for our selves, it is the love story of our family, today we share the dream, the reality, and our love story with you, as my father once said we are not developers we are the Dream Merchants