



MEDIA RELEASE: IMMEDIATE RELEASE

The committee of the Dubai International Arabian Races (DIAR) is delighted to announce that Dubai Duty Free will be adding their support to the showcase day of UK Arabian racing by sponsoring a Gr.1 PA race at Newbury Racecourse on Sunday 26th July 2015.

Sponsors for the day are UAE based companies and organisations which seek not only to help DIAR patron HH Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai and UAE Minister of Finance, promote the sport of Arabian horse racing to a wider audience, but strengthen their international commercial and diplomatic ties.

Dubai Duty Free has been sponsoring sporting events as an integral part of their marketing strategy since 1983. As a UAE based company and a long-time sponsor of Thoroughbred racing at Newbury Racecourse, Dubai Duty Free presented an ideal partnership for the feature DIAR day which is already endorsed by companies such as Emirates Airline, Rotana Hotels & Resorts, Emirates NBD, Jebel Ali Racecourse and Emirates Equestrian Federation.

Dubai Duty Free will be sponsoring the prestigious **Dubai Duty Free Hatta International Stakes (Gr.1 PA)**; a 1m2f contest for 4 year old + fillies and mares. Last year this race was won by DJAINKA DES FORGES who went on to win the €1,000,000 Gr.1 PA Qatar Arabian World Cup at Longchamp on Prix de l'Arc de Triomphe day. She is now the joint highest rated Arabian filly in the world, showing that the Hatta International is an integral part of the international pattern race calendar.

Mirza Al Sayegh (Chairman of DIAR) has worked hard with his committee to secure the addition of Dubai Duty Free to the list of sponsors for this event:

“We are delighted to be welcoming Dubai Duty Free as a sponsor to DIAR – Newbury on 26th July 2015. Dubai Duty Free is a prestigious and well-loved brand, not just in the UAE but across the world and we hope that this will be the start of a long and happy alliance. We would like to thank Mr Colm McLoughlin and the management team of Dubai Duty Free for their support.”

Commenting on the sponsorship, Dubai Duty Free Executive Vice Chairman Colm McLoughlin said, “We are glad to support the Dubai International Arabian Races (DIAR) taking place at the historic Newbury Racecourse in July, which is a new addition to our ever growing sports portfolio in sponsoring horseracing overseas.”

“Horseracing sponsorship enables us to promote the Dubai Duty Free brand, which is a very important part of fulfilling our original brief to help promote Dubai, which remains in our mission statement to this day,” added McLoughlin.

Salah Tahlak, Senior Vice President-Corporate Communications of Dubai Duty Free also said:

“Horseracing has always been a part of our marketing strategy and especially in Newbury as we have been sponsoring many races since 1996. We are delighted to be associated with Dubai International Arabian Races (DIAR) to sponsor the Dubai Duty Free Hatta International Stakes (Gr.1 PA). This is our

first time to be involved in such a prestigious Arabian Racing that will give Dubai Duty Free extra mileage which is a great initiative to promote Dubai and the UAE to the world.”

Genny Haynes of the Arabian Racing Organisation (ARO) commented: “The Arabian Racing Organisation is delighted to welcome Dubai Duty Free as a new sponsor to the flagship day of International Arabian racing in the UK. The Dubai International Arabian Races are renowned worldwide and we look forward to Dubai Duty Free’s involvement as part of this incredible initiative of HH Sheikh Hamdan bin Rashid Al Maktoum.”

The addition of Dubai Duty Free to this day also serves to strengthen their continued relationship with Newbury Racecourse as Julian Thick, CEO of Newbury Racecourse, acknowledges:

“Dubai Duty Free has been sponsoring at Newbury for 20 years, so we are delighted that the company has decided to support Dubai International Arabian Races in such generous fashion too. This day is one of the highlights of our summer season and a hugely popular event in the Newbury area and we are looking forward to the 2015 renewal on 26th July being the best yet.”

The full list of races and sponsors for the DIAR – Newbury 26th July 2015 is:

Fly Emirates Premier Handicap Stakes

Rotana Hotels and Resorts Premier Handicap Stakes

Emirates NBD International Stakes

Jebel Ali Racecourse Zaabeel International Stakes (Group 1 PA)

Dubai Duty Free Hatta International Stakes (Group 1 PA)

Shadwell Dubai International Stakes (Group 1 PA)

Emirates Equestrian Federation International Stakes (Group 2 PA)

National Academy of Indian Payroll Handicap Stakes

Gates open at Newbury Racecourse on 26th July at 12noon and entrance is FREE for all race-goers. There is also the opportunity to register in advance for an exclusive chance to win a trip to Dubai courtesy of Emirates Airline and Rotana Hotels & Resorts at: <http://www.diar2015.com>

As well as top –class international racing, the day features a large range of family activities and competitions, full details of which will be updated on the DIAR website in the lead up to the event: www.diaraces.com.

The showcase day at Newbury is supported by a series of international warm up races in the UK and Holland. Each race acts as a preparation for a key race on 26th July. Horses that are placed in the preparation races and go on to win at Newbury on 26th July will be awarded a bonus amount of prize money in addition to their winnings of the feature race. For more details of the DIAR bonus races and prize fund visit: www.diaraces.com.

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NOTES FOR EDITORS:

The Dubai International Arabian Races holds a full day of Arabian racing in the UK each year. This day is the only event of its kind and attracts top class international runners from all over the world.

HH Sheikh Hamdan bin Rashid Al Maktoum (Deputy Ruler of Dubai/ UAE Minister of Finance) is the patron of the Dubai International Arabian Races.

About Dubai Duty Free:

Dubai Duty Free, which celebrated its 31st anniversary on 20th December 2014, recorded annual sales of US\$1.917 billion last year.

Employing over 5,500 people, Dubai Duty Free currently operates some 26,000 square metres of retail space at Dubai International Airport and a further 7,000 square metres with the opening of Concourse D in 2015, and 2,500 square metres at Al Maktoum International (AMI) - Dubai World Central (DWC). In the long term, AMI-DWC has capacity for over 220 million passengers and ultimately, the retail operation will cover some 80,000 square metres.

In addition to the retail division Dubai Duty Free operates a Leisure Division which includes The Irish Village, Century Village, Dubai Duty Free Tennis Stadium - home to the Dubai Duty Free Tennis Championships and The Jumeirah Creekside Hotel.

To date, Dubai Duty Free has received over 470 awards which bear testimony to the operation's retail success including the Business Traveller Middle East Awards for "Best Airport in Duty Free Shopping", the "Superbrands Awards for Excellence in Branding" received from Superbrands Council UAE and the Frontier Award for "Airport Retailer of the Year in Single Location".

On a personal level, Dubai Duty Free Executive Vice Chairman Colm McLoughlin, was named a recipient of the Irish Presidential Distinguished Service Awards for the Irish abroad, making him one of a select group of people, and the first Irish person living in the UAE, to be recognised by the Irish government for his outstanding contribution to Irish business and communities abroad.

Sporting Achievements

While the successful running of the shopfloor operation is a major focus for Dubai Duty Free, the operation is highly committed to promoting Dubai through a series of high level sporting events such as the Dubai Duty Free Tennis Championships. This year's Championships was won by Simona Halep from Romania in the WTA week while Roger Federer won his seventh Dubai ATP title.

A supporter of golf for many years, Dubai Duty Free is a proud sponsor of the Omega Dubai Desert Classic and the Ladies European Tour Omega Dubai Ladies Masters, held every year at Emirates Golf Club. In addition to this, Dubai Duty Free hosts a series of high-profile golf tournaments including the annual Dubai Duty Free Golf World Cup, which brings together representatives of the duty free industry to Dubai for a two-day friendly competition.

International horse racing has provided an excellent medium for Dubai Duty Free to capture the global media attention and the Dubai Duty Free Stakes in the UK in April, the Dubai Duty Free Shergar Cup (Ascot) in August, the Dubai Duty Free International Raceday in September are part of the operation's racing sponsorship in the UK. The operation is also the title sponsor of one of the biggest races in Europe, the Dubai Duty Free Irish Derby, which is held at the Curragh Racecourse in Ireland each June.

Dubai Duty Free's international sporting story continues when the operation became a title sponsor of the 2015 Irish Open. Hosted by The Rory Foundation, the Dubai Duty Free Irish Open will be held at Royal County Down Golf Club from 28th -31st May, where the World Number One Rory McIlroy played the role of tournament host on behalf of his charitable foundation.

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