

World's first "The Els Club" launched at Dubai Sports City

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Press Release Content

Golf legend Ernie Els - the world's current number five ranked golfer and former British and US Open champion - today officially inaugurated the world's first *The Els Club* at Dubai Sports City alongside a host of VIP attendees and leading figures from the world of sport.

While Els has designed courses in North America, Asia, and Africa, only a select number of developments worldwide will bear *The Els Club* name, the hallmark of facilities which will benefit substantially from direct and ongoing personal input from Els and his team.

And, significantly, only *The Els Club* at Dubai Sports City will serve as the global base for the golf legend's international design business operation. Els has made a further personal commitment to the project as he will have a home and base for his international business at Dubai Sports City.

Ernie Els said: "Today's launch of *The Els Club* here in Dubai - the first of its kind anywhere in the world - is truly a special moment for all of us who have been involved on this magnificent project since its inception. *The Els Club* at Dubai Sports City will be a truly timeless, world-class golf experience for players at all levels."

With a range of thoughtfully-placed tee boxes, fairway pot bunkers and green complexes, coupled with carefully-developed undulation, *The Els Club's* 18-hole, championship golf course offers a unique addition to the Middle East's growing range of world-class golf facilities.

"*The Els Club* is the first completed venue in Dubai Sports City, and it has been constructed and presented to exceed world-class standards. We thank Ernie Els and his team for the excellent work they have done here over the last few years, and we welcome the Els family and the Els Design team to our rapidly growing community," said Khalid Abdulrahim Al Zarooni, President of Dubai Sports City.

After a development process involving years of exceptional planning and attention to detail, the successful launch of *The Els Club* is a massive leap forward for Dubai Sports City, a cornerstone development within DUBAILAND®.

DUBAILAND® CEO Mohammed Alhabbai said: "I would like to extend my congratulations to Dubai Sports City on the achievements accomplished. We are proud to witness the launch of yet another world class attraction, *The Els Club*, at Dubai Sports City which will become an integral part of the DUBAILAND® Destination offerings."

In addition to the 7,538 yard links style golf course, *The Els Club* will boast a 60,000 square foot Mediterranean-style clubhouse currently under construction, where Members and guests will have access to a private lounge, state-of-the-art meeting and conference facilities, and varied choice of dining outlets.

General Manager of *The Els Club*, Thomas Rubi said: "*The Els Club* at Dubai Sports City will be distinguished by its design standard, the levels of hospitality service shown to members and guests, and the year-round excellent golf course conditioning."

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The Els Club will be managed by Troon Golf - the world's leader in upscale golf course management, development, and marketing - and is accepting applications for membership, with play scheduled from March 2008.

Notes and contacts

About Dubai Sports City

Dubai Sports City (DSC), the cornerstone project of Dubailand, is a USD 4 billion, 50 million square feet mixed-use development which will be the world's first integrated purpose-built sports city.

The development will be built around five major sports venues:

- a 60,000 capacity multi-purpose outdoor stadium for football, rugby, track and field and other sports and non-sports events
- a 10,000 seat multi-purpose indoor arena suitable for all hard court sports as well as concerts and other events and also including a removable ice rink
- a 25,000 capacity cricket stadium, expandable to 30,000, with state-of-the-art facilities for players, match officials, VIPs, spectators and the media
- a 5,000 seat field hockey stadium
- a 72-par, 18-hole championship golf course designed by South African star Ernie Els

In addition to the stadia, Dubai Sports City will feature a series of major sports academy facilities including:

- Dubai Sports City Football Academy, the home of Manchester United Soccer Schools, Dubai
- a David Lloyd Tennis Academy
- a Butch Harmon School of Golf, the first such facility outside the United States
- the International Cricket Council's own ICC Global Cricket Academy
- the WorldHockey Academy, a first of its kind partnership with the International Hockey Federation
- top class multi-sport training facilities including gymnasium and a 50 metre swimming pool
- a world-renowned sports medicine and rehabilitation centre

Designed as a lifestyle development, Dubai Sports City will also feature comprehensive community facilities including:

- Next Generation Country Club and spa facility
- a large-scale shopping mall
- two retail hubs offering up-scale dining and boutique shopping
- a range of schools
- medical facilities
- community centres
- hotels

About DUBAILAND®

DUBAILAND®, a member of Tatweer, is the world's most ambitious tourism, leisure and entertainment project, catering to the needs of the entire family. The unique 3 billion sq. ft. development has been designed to catalyze the position of Dubai as an international hub of family tourism, appealing to tourist segments across genders, age group, world regions and activity preferences. DUBAILAND® is projected to attract millions of tourists annually from around the world.

The diverse projects under DUBAILAND® include theme parks, eco-tourism projects, shopping malls, restaurants and residential units that are being developed by UAE, GCC and international investors. A product of extraordinary vision, DUBAILAND® will be an attractive place to 'live, work and play' for the emirate's growing population, both as a leisure destination and an appropriate setting for business and entertainment development.