



For Immediate Release:
28 January 2008

THE ELS CLUB AT THE HEART OF WORLD SPORT IN DUBAI

Ernie Els opens his own golf course in Dubai Sports City with a cast of sports stars including Flintoff, Smit, Navratilova and Schmeichel

Dubai 28 January 2008 - World Number 5 golfer Ernie Els today unveiled *The Els Club* at Dubai Sports City, the world's first integrated sports city. *The Els Club* is the first sports facility to open in Dubai Sports City and will sit alongside other facilities including the ICC Cricket Stadium & the ICC Global Cricket Academy, The Manchester United Soccer Schools, The David Lloyd Tennis Academy & Next Generation Club & the World Hockey Academy. The Els Club is Ernie's first step from golf into hospitality.

Els, the former British and US Open Champion, was joined for this official opening in Dubai by English cricketer Andrew Flintoff, South Africa's World Cup winning rugby captain John Smit, tennis legend Martina Navratilova and Manchester United goalkeeping legend, Peter Schmeichel. Flintoff was particularly impressed with both Dubai Sports City and Ernie's course:

"What a course!" commented the England all-rounder who is making a good recovery from injury. "I cannot wait to play here on a regular basis! Golf is the second sport for so many sportsmen and to have this on the doorstep of what looks like one of the world's leading cricket stadium will be fantastic."

"Ernie's a great guy and when he invited me out here to see Dubai Sports City and The Els Club, it was a great chance to see something unique and support a friend. I'm looking forward to having dinner in the 19th once it is open!"

The prestigious Els Club course stretches 7,538 yards from the back tees. The "desert links" layout combines a traditional classic design with truly immaculate fairways and greens. The Els Club will officially open for play in March 2008 and will set a new benchmark for golf in Dubai.

Ernie is looking to create a relaxed, welcoming atmosphere at the Els Club with a world-class service: "The Els Club will combine the best of all the great clubs that I have played



worldwide. The golf challenge will be second to none. We'll have great food in our restaurants..... and I particularly want the 19th to be special!"

"I am really proud of what we have achieved here. When I first saw the site, I could see the potential for a great Desert Links course and we've achieved just that. Whether you are an 18 handicap or a scratch golfer, it will be a great test of golf. Even if you don't play well, we'll make sure that you have a great time in the clubhouse!"

U.Balasubramaniam, the CEO of Dubai Sports City was delighted to see the first of many world class amenities at project officially opened, "It was clear from the very first meeting that Ernie's vision for The Els Club matched our own at Dubai Sports City. Those who appreciate life's finest pleasures will embrace this true sporting gem which has been sensationally created by Ernie and his team."

ENDS

For further information, please contact the Professional Sports Group:

US / Europe / Asia / Rest of the World Media

David Silvers / Jed Moore / Maria O'Connor

+44 1275 858930

david@profsports.com / jed@profsports.com / maria@profsports.com

Middle East Media

Jamie Cunningham / Carrie McNeill

+971 50 657 6927 / + 971 50 545 7674

jamiec@profsports.com / carrie@profsports.com

- ENDS -

Photos of Ernie are available upon request.

-ENDS-



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



For further media information, contact Mikele Ugarte on +971 4 390 1950.

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.

For further media information, contact Aseel Nihad, JIWIN, on +971 50 788 7853