



Photo Release

‘The Address Residence Fountain Views’ launch by Emaar records sell-out response on first day of public launch

- *Reiterates strong demand for premium serviced residences in established lifestyle communities in Dubai*
- *First exclusive serviced residences is a strong addition to Downtown Dubai, the world’s most visited lifestyle and tourism destination*

Dubai, UAE; January 27, 2013: Emaar Properties PJSC, the developer of iconic real estate assets, record sell-out investor response to The Address Residence Fountain Views, the first exclusive serviced residences in Downtown Dubai, on the very first day of its public launch. Potential customers had the option to register their interest online and were offered the opportunity to purchase the homes on a first registered, first served basis. The Address Residence Fountain Views received strong customer registrations and all units released were sold out on the very first day of sale.

Ahmad Al Matrooshi, Managing Director, Emaar Properties, said: “The overwhelming investor response to The Address Residence Fountain Views is another strong testament to the robust property demand in Dubai, led by its economic growth and the city’s global recognition as a thriving business and tourism hub. As the first of its kind exclusive serviced residences, The Address Residence Fountain Views not only appealed to residents in the city but also to investors from around the world. Its central location in Downtown Dubai, the most visited lifestyle and tourism destination in the world, makes the residences a first choice for property investment.”

He added: “Over the past months, Emaar’s new project launches have recorded overwhelming investor response. This underlines the investor confidence in our commitment to creating world-class developments and our focus on timely delivery. We will continue to explore potential development opportunities in line with the growing demand for homes in the city, especially in premier communities such as Downtown Dubai.”

An integral part of the expansion of The Dubai Mall, The Address Residence Fountain Views is directly linked to the world’s largest shopping and entertainment destination, with all residences opening to spectacular views of Burj Khalifa, the world’s tallest building, and The Dubai Fountain, the world’s tallest performing fountain. A 55-level dedicated serviced residences development with only 280 residences, all to be serviced by the professional team of The Address Hotels + Resorts, The Address Residence Fountain Views offers investors the choice of spacious 1, 2, 3-bedroom, and 4-bedroom apartments.

Downtown Dubai, one of the most sought-after communities for residential sales as well as leasing, is a must-visit tourist attraction, having welcomed more than 60 million visitors. The attractions in Downtown Dubai, described as ‘The Centre of Now’ and most prestigious square kilometre on earth, include *At the Top, Burj Khalifa*, the world’s tallest observatory deck with an outdoor terrace; *At.mosphere*, the world’s highest restaurant; and a total of six world-class hotels including the Armani Hotel Dubai.

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