

DUBAI COMMEMORATES 20TH ANNIVERSARY OF DUBAI SHOPPING FESTIVAL AND CLAIMS A NEW GUINNESS WORLD RECORDS TITLE FOR THE UAE

Dubai, 5 January 2015: Today Dubai claimed yet another Guinness World Records achievement. In celebration of the Dubai Shopping Festival 2015, Dubai Gold and Jewellery Group, in association with Dubai Festivals and Retail Establishment (DFRE), the organizers of DSF, hand crafted their way into the record books, setting a new Guinness World Records title for the world's longest handmade gold chain. Under the patronage of Dubai Festivals & Retail Establishment, the five kilometer gold chain was unveiled for public view at Deira Gold Souk bus station. The event also saw the presence of (names of government dignitaries) along with the officials from Guinness World Records.

After an official adjudication process, The Guinness World Records team announced Dubai's new record by certifying the attempt of the handmade gold chain. The remarkable creation, which is aptly named as 'Dubai Celebration Chain' has more than 4 million links, manually linked by 100 craftsmen over 45 days for 10 hours each day. The chain is made of 22 ct gold, and the total weight is 240 kg. The final five kilometer was assembled together by linking smaller reels of chain weighing 4 kilos each. The manufacturers, who joined hands with Dubai Gold and Jewellery group are Siroya Jewellers, Malabar Gold & Diamonds, Sky Jewellery, Joyalukkas and Emerald Jewellers DMCC, supported by over 500 retail Jewellery partners who translated this vision to reality.

On the momentous occasion, **Mr. Tawhid Abdullah, Chairman of Dubai Gold & Jewellery Group** extended his heart felt gratitude to the DFRE team for their continuous support since the initiation of the gold promotion in DSF 1996. He said, "This is a matter of pride that Dubai has created another Guinness World Records achievement, brilliantly showcasing the nation's ability to the world, yet again. I am extremely thrilled to be a part of this World Class achievement and announce the result of the adjudication process held this afternoon. It is the vision and mission of H.H Sheikh Mohammed Bin Rashid Al Maktoum, Ruler of Dubai, Vice President and Prime Minister of UAE that encouraged and guided us to surpass our boundaries in making this

initiative a grand success and further reflect Dubai's triumph as City of Gold. We have come a long way with the DSF celebration and with this attempt to set another world record to mark the 20 years of collaboration with DFRE. Each year DGJG has come up with innovative promotional campaign to boost the jewellery sales, thereby giving astonishing opportunities to the shoppers to shop and reward themselves with mega prizes. DGJG has been playing an important role in enriching DSF's events by offering spectacular prizes and has helped turned around the lives of many lucky winners".

Mr. Chandu Siroya, Vice Chairman of Dubai Gold & Jewellery Group, further added, "Dubai, over the years has emerged as the global city and business hub of the region. Continuing the record-breaking tradition of the city, this is yet another world's first to commemorate the 20th DSF. I would like to thank all the partners on board who made this possible. We are thankful to our industry trade members who have been a big support in the pre-booking sales of the chain. Dubai Police, RTA, DFRE and Dubai Municipality have been very kind in supporting us to adjudicate such a high value product in public." We received an overwhelming response during the pre-booking to own a piece for this history, which clearly shows the dedication this nation has for DSF."

The shoppers got the opportunity to be part of the history by pre-booking the chain early last month. Shoppers booked options from bracelet weighing 8 grams to the chain in different weight from 20, 22, 24 and 26 grams. The chain can be collected at all participating retail outlets or the DGJG kiosks exhibited at Al Ghubaiba, Deira Gold Souk, Dubai Mall, Global Village, Lamcy Plaza, Lulu Qusais and Oasis mall. The chain will be available for the shoppers to collect around second week of January at the designated outlets, given in a specially designed case which comes along with a certificate.

The Dubai Celebration Chain is part of the group's Mega DSF initiative undertaken in addition to its annual city of gold promotion where the customers purchasing jewellery worth AED 500 or more at any participating outlets is entitled to receive a raffle coupon for the 100 kg of Gold and 40 ct. solitaire diamond draw. The diamonds are sponsored by World Diamond Mark Foundation for the raffle promotion. The coupons that was offered on each option, i.e. 3 coupons for the 8 gm bracelet, 6 coupons for 20 gm chain, 7 coupons for 22 gm and 24gm chains and 8 coupons for the 26 gm chain that permits the shoppers to enrol the raffle and win

the exciting prizes. The first daily draw was organised on 1st January, whilst the first weekly raffle draw is scheduled to be hosted on 10th January. The final mega draw to be hosted on the last day of DSF, where winner will stand the chance to win a whopping 40 kilos of gold and 8 ct. of diamonds, which will be distributed among eight lucky winners. One can also win DMCC UAE Gold bullion coins every hour by sending their raffle coupons numbers through SMS to over 5 radio stations and stand to win a total 8 kilos of gold. The promotion is also available on the purchase of diamond jewellery, pearls and watches worth AED 500 that will entitle the shoppers with two raffle coupons, thereby increasing the chance to win.

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About Dubai Gold & Jewellery Group

Dubai Gold & Jewellery Group (DGJG) is a non-profit group, formed with the support of the Dubai Department of Economic Development, representing the entire gamut of the gold and jewellery trade in Dubai, including bullion manufacturing, wholesale & retail. The aim of establishing the body was to promote the interests of the fraternity through liaising with various government and non-government organizations and spearheading various member beneficial initiatives. From being a group of Jewellery retailers who came together to support the first edition of the DSF in the year 1996, today the Dubai Gold & Jewellery Group has grown to a prestigious trade body that has more than 600 members committed to develop and sustain Dubai's vision as the 'City of Gold' and the 'jewellery destination of the world'. The group has been a key sponsor of Dubai Shopping Festival since its inception and for the 20 years has given away 734 kgs of gold and 41 ct diamonds as prizes during mega gold and jewellery promotions.

About Dubai Festivals and Retail Establishment (DFRE)

As the pioneer organizer of events and festivals, DFRE is responsible for positioning Dubai as a world-class shopping and tourism destination. Each year it works with its retail and leisure partners to organise the internationally renowned Dubai Shopping Festival and Dubai Summer Surprises, as well as oversee annual events such as Ramadan in Dubai, Eid in Dubai and Modhesh World, plus the Dubai Motor Festivals and Dubai Food Festival. DFRE is an agency of Dubai's Department of Tourism and Commerce Marketing.

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