

**Press Release:**

## **Dubai Outlet Mall selects Mediastow for Middle East media intelligence**

Dubai, July 5 2009

Dubai Outlet Mall has appointed Mediastow as its regional media intelligence agency. The move is part of a strategic plan to strengthen its presence in the UAE market by getting better media intelligence on the shopping industry in the Middle East in general and UAE in particular.

"Market trends have identified the Middle East region as one of the fastest growing as far as shopping is concerned," said Vishal Mahajan, Director, Dubai Outlet Mall. "Considering Mediastow's extensive experience and media knowledge in the region, this partnership will help Dubai Outlet Mall to effectively promote its expertise and product differentiation. Dubai Outlet Mall is poised to dramatically increase its market share in the months to come through a well orchestrated media communications campaign."

Being the first completed retail project at the DUBAILAND® development, Dubai Outlet Mall, which commenced operations in August 2007, is the ultimate value shopping destination in the UAE with big brands and big savings every single day of the year. Dubai Outlet Mall has introduced the 'Outlet' concept for the first time to this region with savings of between 30% to 90% on over 800 premium and top fashion brands.

Mohamed Elzubeir, Founder and Managing Director, Mediastow, said: "Mediastow has successfully handled media intelligence programs for a number of reputed companies through a professional approach and extensive reach of the regional market. As a media analysis agency, we are well-versed with the shopping industry."

He added: "We are extremely pleased to partner with Dubai Outlet Mall as a leading client. We are a media intelligence agency that is led by credibility, which is crucial to the success of any media intelligence and research company in the Middle East considering the highly competitive environment we work in," added Elzubeir. "We are in a strong position to tailor specific monitoring solutions for Dubai Outlet Mall."

"We are very active with our marketing strategies, including PR, to increase the awareness of Dubai Outlet Mall, the first and only value shopping destination in the region, and Mediastow is assisting us with our media monitoring and progress in this regard. With the current global economic challenges, more and more people are converting to 'outlet' shopping and being delighted with the savings to be made on our premium and top fashion brands." concluded Vishal Mahajan.

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