



DUBAI GOLD & JEWELLERY GROUP

PRESS RELEASE

Two times lucky in City of Gold ‘Bag of Fortune’ Raffle Promotion

- *Mr. Abdul Malik walks away with 1/2 kg gold for the second time. He won on 11th and 15th January*
- *Winners so far take home 7 Kg gold in total*
- *Shoppers continue to try their luck at winning gold during Dubai Shopping Festival*

Dubai, January 18, 2012: Winning two times in the same promotion, is rarely heard of in the City where fortunes are made. Well not anymore, for Abdul Malik with his 2 times haul of gold in a span of a week.

The Dubai Gold & Jewellery Group’s ‘Bag of fortune’ promotion has presented shoppers the opportunity to take home a whopping 19 kilograms of gold of an estimated value of 4 million dirhams*. The prize will be distributed during the entire length of the 32-day promotion with ½ kg of gold being won in daily draws and 3kgs being won on the final day of this spectacular promotion. Gold and jewellery buyers also stand a chance to win up to AED 2 Million worth of instant cash prizes in a ‘Scratch and Win’ promotion upon the purchase of Pearl, Watches and Diamond Jewellery.

Mr. Abdul Malik, one of the luckiest shoppers this DSF met with his good fortune for the second time yesterday at the ‘Bag of Fortune’ promotion. On 11, January, Mr. Malik was informed that he was one of the lucky shoppers and awarded the ½ kg gold prize; last evening, in another of the promotion’s draws, Mr. Malik’s name came up again.

*Prize of Gold and Jewellery estimated on 4th January, 2012



DUBAI GOLD & JEWELLERY GROUP

“If you have it in your destiny, nothing can stop you from winning”. Said Mr. Malik, a Pakistani businessman based in Dubai. “I have been living in Dubai for the last 22 years and in this time I have tried many promotions. Last week I bought some gold jewellery and enrolled for the ‘Bag of Fortune’ Raffle Promotion. I have won two times and I couldn’t be happier. I am grateful to God for letting this opportunity come my way and I will be careful to spend my winning very wisely.” Added Mr. Malik.

The ‘Bag of Fortune’ promotion unveiled on January 5, 2012 has so far seen 11 lucky winners of 5 different nationalities take home the coveted gold prize.

“The ‘Bag of Fortune’ promotion offers an excellent opportunity for our customers to win mega prizes during this season of the Dubai Shopping Festival. With more jewellery retailers coming forward to be a part of this shopping carnival, it is expected that more and more shoppers from the world over will benefit from the promotion campaign in the coming days. We are deeply enthused by the shopper turnout so far and are geared towards making this a very successful DSF.” Said Mr. Anan Fakhreddin, Chairman, Dubai Gold & Jewellery Group.

7 key retail groups have come together to support the campaign by offering sponsorship. Key sponsors include Damas Jewellery, Joy Alukkas Jewellery, Malabar Gold, Meena Jewellers, Sky Jewellery , and sponsors Atlas Jewellery and Chittillappilly Jewellers.

Since inception of the DSF in 1996, DGJG has given away over 664kgs of gold in prizes. The active participation of DGJG in Dubai Shopping Festival has established Dubai as the city of Gold and World’s Jewellery Destination. Shoppers willing to participate in the promotions need to purchase Gold, Diamond, Pearl jewellery or watches worth AED 1000 at any of the participating outlets.

Editor’s Note:

About Dubai Gold & Jewellery Group



DUBAI GOLD & JEWELLERY GROUP

Formed with the support of the Dubai Department of Economic Development in 1996, The Dubai Gold & Jewellery Group (DGJG) is a non- profit trade group for the Dubai jewellery industry with around 600 members representing all sectors of the trade, including bullion, manufacturing, wholesale & retail. The Group has since then evolved into a prestigious trade body committed to developing and sustaining Dubai's status as the 'City of Gold' and 'The Jewellery Destination of the World'.

DGJG works closely with Dubai Municipality to ensure that Dubai maintains its standards of providing quality jewellery to its consumers. Internationally, the Group gives its members an opportunity to exhibit their products through the 'Dubai Pavilion' which is hosted in leading international jewellery exhibitions. It also organizes the City of Gold Conference which has brought international attention on Dubai's positioning as the City of Gold. DGJG further represents the interests of the trade through liaising with government organizations. Its Board of Directors includes representations from Dubai Central Labs (Dubai Municipality), Dubai Events and Promotions Establishment which is part of the Department of Economic Development.

- Ends-

For editorial information, please contact:

Media contact

BUZ PR

P.O. Box 126093, Dubai, UAE.

Tel: +971 4 3589789

Email: sneha@ibuz.ae