



DUBAI GOLD & JEWELLERY GROUP

PRESS RELEASE

Dubai Gold & Jewellery Group Unveils Massive DSF Promotion Offering 19 Kilograms of Gold and up to AED 2 Million Worth of Instant Cash Prizes

- *19 kilograms of gold to be won in the 32 day promotion with ½ Kg being won in daily draws upon purchase of gold jewellery for AED 1000, and 3 Kilo gold as Bumper Prize*
- *An additional cash prize of up to 2 million Dirhams to be won in 'Scratch and Win' promotion on purchase of AED 1000 worth of Pearl, Watches or Diamond jewellery*
- *More than 200 Jewellery retail outlets to participate in promotion with 7 sponsors supporting the venture*
- *Gold and Diamond Jewellery sales expected to experience a major boost*

Dubai, January 4, 2012: Dubai Gold & Jewellery Group (DGJG), representing 600 members covering the entire gamut of Dubai's gold and Jewellery trade, has today unveiled massive promotions for Dubai Shopping Festival 2012. The much awaited promotions will offer gold jewellery shoppers the chance to take home up to 19 kilograms of gold of an estimated value of 4 million dirhams (gold jewellery rate estimated on January 4, 2012). The winnings will be distributed during the entire length of the 32 day shopping extravaganza with ½ kg of gold being won daily and 3kgs being won on the final day of the spectacular promotion. Customers will also be presented with 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 or Diamond jewellery worth 1000 Dirhams.



DUBAI GOLD & JEWELLERY GROUP

“Dubai, otherwise known as the city of gold, is the best place to buy gold and jewellery as it offers a wide range of designs from the world’s leading designers and brands. This city also offers the best price with an assurance on quality while the sprawling malls of Dubai stand as an added attraction for the shoppers from all over the world. With the opportunity to win half a kilogram of gold every day, this year’s DSF proves to be an exciting time for gold and jewellery shoppers. Due to the increased consumer interest in gold and jewellery, this year will see more than 200 jewellery retail outlets in Dubai take part in the promotions. Dubai Shopping Festival is the first mega promotion of the year globally and we expect the promotions will offer excellent opportunity for our customers to lap up the offer of winning mega prizes. The industry is geared up to boost the Gold and Diamond jewellery sales and make this the most successful DSF ever.” Said Anan Fakhreddin, Chairman, Dubai Gold & Jewellery Group.

“Dubai Shopping Festival is a crucial time for the emirate’s gold and jewellery trade. Dubai’s consumption in the first few days of 2012 is already exceptional and by the end of DSF we expect it to go up significantly. We also expect to see the consumption of diamond and Pearl jewellery increase as a result of this shopping season.” Fakhreddin added.

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

Speaking on the world famous city of gold promotion, Laila Suhail, Chief Executive Officer of DEPE said, “DGJG has always supported DSF with special promotions that make gold and jewellery shopping in Dubai a great experience. This has established Dubai’s reputation as ‘Jewellery Destination of the World’. The innovative promotions lined up this year will most undoubtedly generate enthusiastic participation by the industry and perfectly fit in with our DSF 2012 tagline which is ‘Dubai at its best’.”



DUBAI GOLD & JEWELLERY GROUP

Dubai is known for its variety of designs in gold jewellery and perfect collection of pearls and diamonds 'The Bag of Fortune' promotion will offer gold prizes of an estimated value of AED 4 million and instant cash prizes of up to 2 Million Dirhams! The Daily draws will be held at Burj Steps in Downtown Dubai from 9pm.

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 World's Gold Shopping Destination. Due to this Dubai is known for its variety of designs in gold jewellery, its traditional Gold Souks and the best jewellery prices the world over. Shoppers willing to participate in the promotions need only purchase Gold , Diamond , Pearl jewellery or watches worth AED 1000 at any of the participating outlets.

Editor's Note:

About 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



DUBAI GOLD & JEWELLERY GROUP

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