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Press Release

Reel Cinemas introduces Dubai's first hotel-cinema in Rove Downtown

Dubai, UAE; April 4, 2018: Emaar Entertainment, the leisure and entertainment subsidiary of Emaar Properties, today announced that its leading cinema brand, Reel Cinemas, is further expanding its local footprint with a brand-new concept – the first hotel-cinema – located in Rove Downtown, the contemporary midscale hotel in Downtown Dubai. The hotel-cinema will add to the convenience of hotel guests, catering to the needs of contemporary travellers and urban residents.

Rove Downtown is the first hotel under Rove Hotels, a contemporary midscale brand, developed as a joint venture between Meraas and Emaar Properties PJSC.

Highlighting Rove Hotels' intrinsic focus on design, the new cinema – *Reel Cinemas – Rove Downtown* – will build on Rove Downtown's ornate charm with stylised seating and a distinct inner-city vibe – providing an unapparelled level of casual-chic sophistication. With ticket price covering popcorn and a soft drink, the new location is set to be the go-to location for urban travellers and discerning residents, as it screens blockbuster titles as well as alternative content such as football and regional cinema.

Damien Latham, Chief Executive Officer, Emaar Entertainment, the operator of Reel Cinemas, said: "Reel Cinemas is altering preconceptions of what movie-lovers expect from a cinema while diversifying the cinematic offering to suit every mood and occasion. By pioneering innovative trends, we're changing the face of entertainment in the region with the new hotel-cinema concept. We are committed to delivering exceptional entertainment experiences and in taking the region's cinema landscape to the next level."

Olivier Harnisch, Chief Executive Officer of Emaar Hospitality Group, said: "Rove Hotels is for the contemporary traveller who values culturally inspired settings in a vibrant social hub. As the first hotel under Rove Hotels, Rove Downtown has defined its niche in an exceptional location and effortless connectivity to business and leisure destinations in the city. With the addition of the first hotel-cinema, Rove Downtown is raising the bar in its offerings and delivering added-value for our guests."

Paul Bridger, Corporate Director of Operations of Rove Hotels, said: "The opening of Reel Cinemas – Rove Downtown by region's leading entertainment provider brings a new dimension to the hospitality industry. It marks the integration of all the leisure choices that modern traveller seek, and reflects the brand values of Rove Hotels to deliver memorable social experiences. As a social hub that connects the young and trendy, the new addition to Rove Downtown will further position the hotel as among the first choices for the new generation of travellers."

Scheduled for completion in the first half of 2018, the boutique *Reel Cinemas – Rove Downtown* will have only 49 seats underpinned by the standards Reel Cinemas have set with state-of-the-art audio-visual technologies. The addition of *Reel Cinemas – Rove Downtown* to Emaar Entertainment's growing portfolio follows the recent launches of Emaar Entertainment's pioneering VR Park in The Dubai Mall, and Guy Fieri's Kitchen & Bar and Dine-in Cinema by Reel Cinemas at Jebel Ali Recreation Club.



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Reel Cinemas – Rove Downtown will also cater to group events and corporate gatherings, with the lobby lounge providing the perfect pre-cinema meeting area, and the relaxed seating and effortless sophistication of the cinema becoming an idyllic location for private functions.

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Note to Editors

Emaar Entertainment:

Emaar Entertainment is a leading operator of exceptional experiences that bring delight, enrich lives and ‘inspire joy’ for all. Defined by pioneering attractions that are unique, and transcend just entertainment or leisure, Emaar Entertainment focuses on delivering top quality entertainment, led by un-matched industry expertise. Emaar Entertainment today manages a world-class portfolio of attractions that delight millions of customers, and is credited with developing and managing some of Dubai’s most-visited leisure attractions.

In The Dubai Mall, Emaar Entertainment showcases the immensely popular KidZania®, Dubai Ice Rink and Dubai Aquarium & Underwater Zoo; in addition to the latest mind-blowing attraction, VR Park, which opened in 2018. Emaar Entertainment also developed and manages Reel Cinemas – The Dubai Mall and Dubai Marina Mall; as well as the region’s first dine-in cinema at Jebel Ali, Guy Fieri’s Kitchen & Bar and Dine-in Cinema by Reel Cinemas at Jebel Ali Recreation Club, in association with restaurateur, Guy Fieri.

About Rove Hotels:

A contemporary midscale hotel brand that reflects the pulse of Dubai, Rove Hotels is a joint venture between Meraas and Emaar Properties PJSC.

Designed for the new generation traveller who recognises value, stays connected through technology and gravitates towards culturally-inspired surroundings, Rove Hotels defines a new niche in Dubai’s vibrant hospitality sector.

Rove Hotels are reliable, modern, fuss-free and super-efficient for the young and young at heart who lead fast-paced urban lives. Efficiency and technology are the watchwords at Rove Hotels which will resonate to the mindset of the highly mobile socially connected global nomads, who explore without borders.

With a focus on design, urban life and uplifting experiences, Rove Hotels assure total harmony with seamless guest service, high aesthetic standards in design and superior comfort.

Rove Hotels has four properties in well-connected locations across Dubai – Rove Downtown, Rove Healthcare City, Rove City Centre and Rove Trade Centre. Other properties will be in Dubai Marina and nearby to Dubai Parks and Resorts. www.rovehotels.com

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