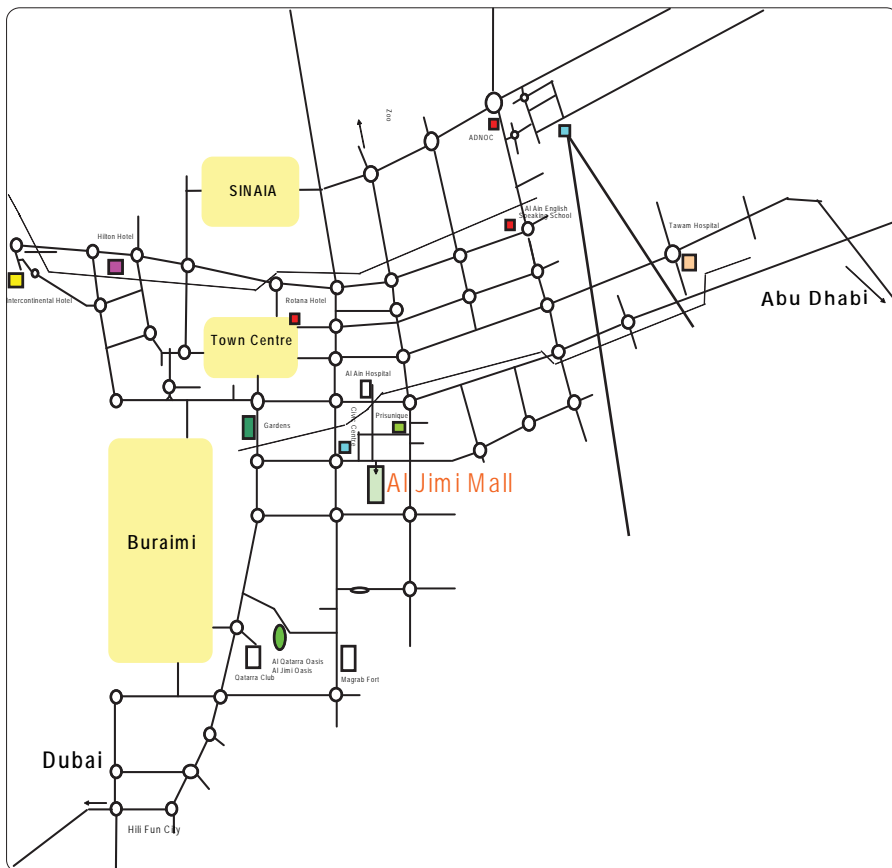


# RATE CARD 2007



## AL JIMI MALL LOCATION MAP



Al Jimi Mall is owned and operated by ALDAR retail properties and has been operating since 2001, located in the Al Jimi district with easy access from Dubai and Abu Dhabi, the mall offers the ultimate family shopping experience with a large array of outlets such as a Hypermarket, Department Store plus a variety of convenient retail outlets, restaurants and a food court.

AL Jimi Mall strives to insure that all members of the family have their needs and requirements fulfilled under one roof. ALDAR is constantly working on improving the shopping experience. The Mall is currently undergoing a multi million Dirham refurbishment and expansion program which includes the installation of Audio & Video Digital Signage networks. The video component is comprised of 44 screens ranging in size from 42" to 65" strategically located throughout the mall. Their purpose is to offer an advertising solutions where the content is displayed across the mall and can be changed and modified remotely. The aim is to help the tenants deliver direct messages targeted at customers throughout the Mall. The display can be split into numerous parts viewing a combination of content in different forms such as text, still images and videos. There is also an audio only component that can be used as a media for community information, advertising, brand building and entertainment, also leading to an increase in sales.

