

FOR IMMEDIATE RELEASE

MAGIC PLANET JOINS WGC 2009

Dubai, UAE, February 26, 2009 – Magic Planet the leading family entertainment centre in the region and a part of the MAF Venture has recently signed partnership with the organizer of World Game Championship 2009.

This strategic partnership was brought about by the objective of making last years' Magic Planet World Championship to reach a broader population of gamers.

“We saw a great opportunity to partner with Index Conferences and Exhibitions, the organizers of the recent Dubai World Game Championship 2008, the partnership poses mutual benefits as we optimize our strengths in organizing gaming tournaments in the region to come up with a bigger and better championship this year” according to Mr. Awadh Alketbi, GM – Business Development, Strategy & Marketing, MAF Leisure,

The World Game Championship 2009 – The Dubai Challenge, formerly known as the Dubai World Game Championship 2008 is presenting a whole new line of games from Digital including PC, console and on-line, Sports like Soccer and Basketball, plus Arcade such as American High Striker, Deal or No Deal and Sega Rally. Gamers young and old should expect an exciting year of competition.

Elimination games will be held at different Magic Planet stores from April to September and finals at Dubai World Trade Centre together with the Dubai World Game Expo.

More than AED 100,000 worth of prizes awaits the winners and a chance for UAE nationals to represent the country in the upcoming World Cyber Games in Chengdu, China.

Speaking on the occasion is Engr. Anas Al Madani, VP of Index Conferences & Exhibition, occasion is Engr. Anas Al Madani, VP of Index Conferences & Exhibition, ***“Our achievement from last year’s tournament was beyond expectations, it was our maiden event and as a first timer, we have very ambitious objectives combined with tedious logistics and operations that gathered thousands of gamers. This momentous first year has unfolded vital information about the gaming industry in this part of the world. The most significant of which is that, the Middle East is now the most potent gaming market in the world, we have emerged from conservative to competitive. This region is becoming one of the fastest consumer of gaming products and services.”***

World Game Championship 2009 – The Dubai Challenge is part of the Dubai World Game Expo under the patronage of **His Highness Sheikh Majid Bin Mohammed Bin Rashid Al Maktoum**, Chairman of Dubai Culture and Arts Authority, in conjunction with the Character Dubai and supported by MTV Arabia, Dubai Shopping Festival and Dubai Summer Surprises.

For more details please visit www.worldgamechampionship.com.

About Magic Planet

Magic Planet is developed and managed by MAF Properties LLC., one of the major operating subsidiaries of Majid Al Futtaim Group. The Magic Planet brand is a family shopping centre based entertainment facility that provides amusement for all age groups, featuring video and redemption games, family rides and thrill attractions. It is one of the leading providers of entertainment products and services from major suppliers in Europe and North America. There are currently seven Magic Planets across the region, including; Mall of the Emirates, Deira, Ajman and Sharjah City Centres (UAE) as well as the City Centres in Muscat (Oman) and Maadi and Alexandria (Egypt).

About Index Conferences & Exhibitions Org.

Established in January 1991 as a 100% UAE national company, INDEX specializes in organizing international, national and regional medical, scientific and trade conferences and exhibitions. INDEX Conferences and Exhibitions Org Est is a member of the FDI World Dental Federation, International Hospital Federation (IHF) and several other international organizations, with a worldwide network of agents. INDEX also shares a working joint venture with recognized government associations and offers the best of all services with a dedicated and professional team.