

***The Noodle House goes "Down Under"***

*Jumeirah Restaurants signs licensing agreements with Emirates Leisure Retail  
to launch The Noodle House brand in Australia*

**Dubai, 29 July 2009** - Jumeirah Restaurants, the dedicated branded restaurant division within the Jumeirah Group, has signed a license agreement in Australia with Emirates Leisure Retail (ELR), a subsidiary of the Emirates Group.

The agreement signed today by Gerald Lawless, Executive Chairman of Jumeirah Group, and Gary Chapman, President Group Services and Dnata for Emirates Group, will see the expansion of *The Noodle House* brand in Australia, with the first outlet opening at Southbank in Melbourne, October 2009.

Already a popular choice for diners in Dubai, Abu Dhabi, Muscat, Riyadh, Kuwait and Doha, *The Noodle House* restaurant provides a unique combination of wholesome food and energetic ambience. Inspired by the food and nightlife of exciting South East Asian cities such as Hong Kong, Shanghai, Bangkok, and Jakarta, *The Noodle House* offers delicious Asian delicacies in an informal yet stylish setting.

Phil Broad, Managing Director of Jumeirah Restaurants, said: "We are excited to be working with ELR on the opening of *The Noodle House* in Australia. ELR are already our partners in Abu Dhabi and Muscat and it is a pleasure to continue our great business relations by entering a new and exciting part of the world."

Richard Hollands, Chief Executive Officer, Emirates Leisure Retail LLC, said: "We are pleased with our plans to launch *The Noodle House* this year at Melbourne's premier entertainment precinct, Southbank. Our announcement today marks a new chapter with the Jumeirah Group that builds upon the successes of our partnerships in the UAE."

Today's signing follows the recent openings of *The Noodle House* outlets in Kuwait, Riyadh and Doha.

-ENDS-

## **Note to Editors:**

### **Jumeirah Restaurants**

Jumeirah Restaurants is the dedicated branded restaurant division within the Jumeirah Group tasked to set up and license innovative and successful dining restaurant concepts to partners worldwide. The first restaurant brand to be developed under the division was *The Noodle House*, a vibrant casual dining restaurant where chefs prepare aromatic South East Asian dishes within minutes over an open flame and in full view of the guests.

In just three years, Jumeirah Restaurants has rapidly expanded, with *The Noodle House*, Sana Bonta and Bytes restaurants being developed in a total of eleven countries including the UAE, Bahrain, Qatar, Oman, Lebanon, Pakistan, Kuwait, Egypt, Saudi Arabia, and Cyprus.

The newest brand for Jumeirah Restaurants is AllFreshCo, The Fresh Food Emporium. Providing a revolutionary approach to an out-of-town eating destination, AllFreshCo comprises of four restaurants including Bytes and Sana Bonta as well as two brand new concepts, The Flaming Revolution and Rice & Spice.

### **Emirates Leisure Retail**

Emirates Leisure Retail is a Dubai-based division of the Emirates Group, with strong interests in establishing, managing and franchising a wide portfolio of restaurants, cafés, bars and leisure facilities in the GCC and recently also in Australia and Singapore. Some of the brands in the ELR portfolio include Après, Hey Pesto, Deli Express, Bedouinn's Bistro & The Retreat, Good To Go, Left Bank and Hudson's Coffee Australia, as well as franchises for international brands such as Costa Coffee and the noodle house.

ELR's business extends to include Community Club Management, encompassing the operation of four independent clubhouses, each with their own leisure and hospitality facilities on Palm Jumeirah. ELR Events, a standalone division, is a dedicated stadia and special events operation delivering first class large scale events and hospitality contracts across public and private sectors throughout the UAE and internationally.

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