

## **50 Percent of Sanctuary Falls Sold Out in 48 Hours — Shaikh Holdings Enjoys Phenomenal Response to Its Project in Jumeirah Golf Estates, Dubai, UAE**

Dubai, UAE -July 14, 2007 - The Sanctuary Falls sales launch which took place on July 5th and 6th at the Royal Ballroom, One & Only Royal Mirage has enjoyed a phenomenal response from buyers. In just 48 hours, over 50% of the villas in the project have been sold out.



The Sanctuary Falls sales launch which took place on July 5th and 6th at the Royal Ballroom, One & Only Royal Mirage has enjoyed a phenomenal response from buyers. In just 48 hours, over 50% of the villas in the project have been sold out. Mr. Shamrez Shaikh, Chief Operations Officer at Shaikh Holdings said: 'We are very pleased with this achievement. We have been investing in Dubai real estate since 2002 and our research has shown that there is strong end-user demand for quality villa communities. This has led us to conceptualize a niche community experience and develop the concept of resort-style living. The success in sales demonstrates the confidence that buyers have shown in our resort home concept.'

The project was well received by both end-users and investors that appreciated the quality of designs and finishes at Sanctuary Falls. Shamrez Shaikh stated: 'Buyers found it quite refreshing to be able to choose from our gallery of unique architectural styles and interior designs. This ability to customize your home, together with the numerous lifestyle elements that we have provided has made Sanctuary Falls a tremendous success'

Sanctuary Falls has on offer 96 distinctly styled resort homes with traditional, modern and contemporary architecture. Ten floor plan options are available, each with a customized landscaping plan. A number of villa sizes are available which approximately range from 5,600 sq.ft. to 10,600 sq.ft., with prices ranging from AED 7.3 million to 19.7 million.

Shamrez Shaikh added: 'The feedback we received from savvy Dubai investors was that Sanctuary Falls is a community that they would not only invest in but would also like to call home. This is quite gratifying as we have designed each home with the end-user in mind, not just as a good investment.'

DSA Architects (DSA) are the award-winning architects of Sanctuary Falls that have designed world-class resorts such as the One & Only Royal Mirage, Madinat Jumeirah, Park Hyatt in Dubai and many others worldwide. 40North are the resort landscape architects that have designed the landscaping plans for each of the villas at Sanctuary Falls. Hirsch Bedner Associates (HBA), world-renowned interior designers of hotel and resorts, have designed the home interiors at Sanctuary Falls.

Each home at Sanctuary Falls has been designed with an arrival water fountain, resort style swimming pool, children's pool area and fully landscaped gardens. The large swimming pools are detailed with custom water fountains, bench seating, timber bridges and stepping stones over water, to give a true resort atmosphere. The poolside majlis seating area provides a shaded venue for barbeques, while the dining and entertainment terraces have been designed to give ample room for formal outdoor parties.

Although certain resort features are standard with each home, Sanctuary Falls affords homeowners the ability to choose the kind of home they would like to live in. They are able to choose from a variety of views - a cascading waterfall, a lake or a panoramic golf course view. When buyers choose their floor plan they are also able to choose the architectural style they prefer the home to be built in – traditional, modern or contemporary. In addition to this, they are also able to choose from three interior design themes. Each interior design theme allows 2 customized kitchen design options as well. This freedom for each homeowner to add their personal touch is what makes the Sanctuary Falls community unique.

Each home also offers state of the art security and technology systems, and features a custom designed kitchen by Scavolini with appliances. A complete Bang & Olufsen 5.1 channel home theatre package is also provided with each home at Sanctuary Falls. In addition, Quintessentially will provide access to a dedicated concierge for each homeowner. Quintessentially will also dedicate two Quintessentially community representatives, who will devote their time to improving the experience of residents in the Sanctuary Falls community.

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