



Sanctuary Falls

at Jumeirah Golf Estates

Shaikh Holdings launches USD 200 million Sanctuary Falls project in Jumeirah Golf Estates



Left to Right: Markus Stebich, Managing Associate (Hirsch Bedner Associates), Kaiser Shaikh, Chairman (Shaikh Holdings), Zeeshan Shaikh, Chief Marketing Officer (Shaikh Holdings), David Spencer, CEO (Jumeirah Golf Estates), Imran Shaikh, CEO (Shaikh Holdings), Iain Capon, Director (DSA Architects), Adrian Koenig, Managing Director (Quintessentially) and Shamrez Shaikh, COO (Shaikh Holdings).

July 3, 2007, Dubai, UAE - Shaikh Holdings, a Dubai-based real estate investment and development company launched Sanctuary Falls, its first residential golf development in the UAE.

The USD 200 million project, located within the prestigious Jumeirah Golf Estates master-development, aims to create a new benchmark in community living by being the first resort-style residential golf community in the region.

Addressing a press conference in Dubai to announce the formal launch of Sanctuary Falls, Mr. Imran Shaikh, CEO Shaikh Holdings said: 'Shaikh Holdings is a firm believer in the vision of Dubai as articulated by His Highness Sheikh Mohammed Bin Rashid Al Maktoum. We at Shaikh Holdings are passionate about building communities that go beyond the ordinary, communities that redefine the essence of a signature lifestyle. To realize this vision, we have

brought together a unique team of exceptional design talent from around the world to create the resort home experience at Sanctuary Falls.'

Sanctuary Falls will be a landmark villa community set amidst lush golf vistas and inspiring lakes. The community features a collection of 96 resort-style villas overlooking the Earth golf course, designed by Greg Norman. Offering a selection of varied architectural styles and views, each home has been meticulously designed to offer a unique and inspired living experience. Sanctuary Falls' homes range from 5,600 sq.ft. to 10,600 sq.ft in size, and the community is scheduled for completion by May 2009.

Mr. David Spencer, Chief Executive Officer, Jumeirah Golf Estates said: 'Since the beginning we have been very strict and thoughtful of whom we do business with. Shaikh Holdings and their team are absolutely emblematic of His Highness's vision for Dubai and our Chairman Mr. Sultan Ahmed bin Sulayem's vision for Dubai World and what it stands for. Most importantly for us they are emblematic of what Jumeirah Golf Estates is going to be - which is the finest residential golfing community in the world.'

Shaikh Holdings recently announced that it will be investing in projects of up to USD \$1.2 billion to develop a series of premier golf and waterfront communities in the UAE, and Sanctuary Falls is the first of these themed developments to be launched.

Mr. Spencer added: 'On behalf of Dubai World and Jumeirah Golf Estates I would like to state that we are immensely proud to have Shaikh Holdings as a partner. Furthermore, we will stand shoulder-to-shoulder with the Shaikh Holdings team as they deliver the dreams that are a blueprint of reality for their clients. We also believe that today is indeed a special day for both Jumeirah Golf Estates and the world of Golf.'

The lead architect for Sanctuary Falls is the South-Africa based DSA Architects International (DSA), the interiors have been designed by international Hirsch Bedner Associates (HBA), while the landscaping architects are 40North from Florida, USA.

Commenting on DSA's role in the project, Mr. Iain Capon, Director, DSA Architects, said, 'We are primarily architects of hotels and resorts, and traditionally have not involved ourselves with residential projects. However, we were very excited when Shaikh Holdings shared its vision for this project, and so we took on the design challenge to create unique and integrated residential architecture that embodies themes of a resort lifestyle. We believe that Sanctuary Falls is a project that we are not benchmarking locally or regionally, but at an international level.'

The recipient of several prestigious global awards, DSA is globally renowned for creating unique and exciting hotel and resort experiences the world over. DSA's impressive portfolio of resort projects include One & Only Royal Mirage, The Madinat Jumeirah Resort and Park Hyatt in Dubai, apart from other prestigious hospitality developments worldwide.

Marcus Stebich, Managing Associate, Hirsch Bedner Associates said: 'With 40 years of experience in hotel and resort interiors, we are proud to be a part of creating the interior spaces at Sanctuary Falls. We will go beyond just luxurious interiors but create spaces that evoke positive emotions and a sense of belonging.' HBA have designed the interiors for Ritz Carlton properties worldwide, the Mandarin Oriental New York, Grand Hyatt Dubai, St. Regis Shanghai among numerous other quality hotels and resorts around the world.

Mr. Imran Shaikh, Chief Executive Officer, Shaikh Holdings, said: 'With Dubai gaining prominence as an international golfing and vacation destination, Sanctuary Falls is well

positioned as a unique community that offers buyers the ability to personalize their resort home experience.'

The project will offer three distinct architectural styles - traditional, modern and contemporary. Home buyers have a variety of distinctive views to choose from as well - nature views, lakes, a cascading waterfall and golf course views. Home owners can also choose from three interior styles – traditional, modern and contemporary. as well as their kitchen design. Scavolini, the Italian luxury kitchen designer will be providing custom designed kitchens for each of the three interior styles.

Other partners that have contributed towards creating the resort home lifestyle at Sanctuary Falls include Quintessentially, providing a dedicated concierge to each home owner and two community representatives that will be devoting their time to make residents' lives more enjoyable. Adrian Koenig (Managing Director, Quintessentially) said: 'We at Quintessentially understand luxury and quality, and the residents of Sanctuary Falls are individuals with refined tastes that appreciate luxury and quality. In addition to catering for every need of the residents, we will bring them the best everyday and enrich their lives.' Bang & Olufsen, a leader in audio and visual technology, will also outfit each home with a state of the art 5.1 channel surround home theatre package.

Speaking at the Sanctuary Falls launch press conference at the One & Only Royal Mirage in Dubai were Imran Shaikh (CEO, Shaikh Holdings), David Spencer (CEO, Jumeirah Golf Estates), Iain Capon (Director, DSA Architects), Marcus Stebich (Managing Associate, Hirsch Bedner Associates) and Adrian Koenig (Managing Director, Quintessentially).

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