

Al Qasr Tourism Investments Company (ATICO Fakhreldin Group)

Joins The Boulevard Project

(Amman - Jordan, May 2014) - Al Qasr Tourism Investments Co. (ATICO Fakhreldin Group) recently signed an agreement to rent 1200 square meters on the rooftop of The Boulevard, intended to open in the upcoming summer, overlooking spectacular views of Abdali, the new downtown of Amman.

The Chief Executive Officer of Abdali Boulevard Company, Engineer Taher Al-Jaghbir expressed his pleasure with the new partnership and considers it a differentiated addition to The Boulevard's current retail scene. He said: "ATICO Fakhreldin Group is considered to be one of the most distinctive and leading companies in the Food and Beverage industry in Jordan. This partnership is in line with The Boulevard's policy in attracting leading companies from various fields to enhance the project's offerings and position."

Al-Jaghbir also added: "The Boulevard is going to act as a society gathering in the heart of the capital, and will contribute to strengthening the image of modern Amman in the Middle East. As of now, we're receiving local and regional acclamation from retailers in the market who have expressed a strong desire to be part of this unique experience in the world of shopping, entertainment, and retail that's being provided by The Boulevard. It will undoubtedly be home to the most prestigious, internationally famous brands in the world."

For his part, the founder and CEO of Al Qasr Tourism Investments (ATICO Fakhreldin Group) Mr. Essam Fakhreldin said: "The signing of the lease contract with The Boulevard comes as part of the group's strategy to spread its presence among distinctive places in Jordan. We strive to strengthen our commitment to providing the highest standard levels that our customers have grown accustomed to." He added: "We at ATICO strive

to present ourselves in the most refined and stylish ways, and the scenic views of The Boulevard will only help in reinforcing this image.”

It is worth mentioning that The Boulevard is comprised of a blend of high-end retail outlets, including some of the world’s most recognized and sought-after brand names, in addition to 30,000 square meters of modern office spaces and approximately 400 luxurious serviced hotel apartments, operated and managed by the Rotana Hotel Management Corporation, one of the MENA region’s leading hotel management companies.

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About The Boulevard:

Strategically situated at the heart of the new downtown of Amman, The Boulevard is a mixed-used project that consists of a 370-meter-long and a 21-meter- wide outdoor pedestrian spine, bordered by 12 buildings that offer unique high-end retail outlets that promise a new shopping experience, luxurious serviced hotel apartments built to the highest standards, scenic rooftops that embrace a variety of facilities and avant-garde office spaces. The Boulevard is set to complement Abdali’s vision in redefining modern living in the Jordanian capital and blending business, pleasure and contemporary urban lifestyle into a single prestigious address, entrenching its strategic location with economic, touristic and residential developments as well as other multifaceted establishments. www.boulevard.com