

## ***Break Your Time at City Centre Deira with a Rewarding Lunch***

*Discover a lunch break that rewards the more you dine*

**Dubai, UAE, 16 September 2014** - Majid Al Futtaim's City Centre Deira has been a popular lunchtime dining destination for working professionals in the neighborhood, given its central location and diverse variety of more than 50 international dining options fitting any budget range. With its special 'Break Time' campaign, the mall is mixing business with pleasure by giving away free VOX Cinemas movie tickets for its regular lunch time diners. Furthermore, with a number of dining outlets T.G.I. Friday's, Coco's, PF Chang's, Texas Roadhouse and Carluccio's offering exclusive deals, a working lunch or outing with colleagues has never been more enjoyable with the promise of more rewards, the more one dines.

"City Centre Deira is in the hub of a major commercial and business district, so during the peak lunch time hours, we experience a boost in visitation," said Majed Al Fahim, Senior Manager for City Centre Deira. "Our new lunch time campaign aims to reward those who have been regular diners at our mall, plus incentivize others to choose City Centre Deira as their preferred dining destination."

At peak lunch hours between 12:00noon and 3:00pm, guests dining at up to 20 participating food and beverage outlets at City Centre Deira –including cafés, fast food outlets or restaurants- can present their dining receipts to Customer Service in exchange for a City Bites Card. For every eight dining experiences – and eight stamps collected, lunch-timers can instantly receive two VOX Cinemas tickets as a reward for their loyalty. This offer is valid for the first 100 diners every month that present completed City Bites Cards to Customer Service, and the 'Break Time' campaign will run to the end of the year, giving guests the chance to earn their tickets to the latest blockbusters.

With a 21-outlet food court, 19 casual dining restaurants and comfortable cafés, there is no shortage of lunch-time pursuits to suit a business meeting, working lunch or simply a lunch break with colleagues at City Centre Deira.

For more information, please visit: [www.facebook.com/CityCentreDeira](http://www.facebook.com/CityCentreDeira)

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## About City Centre Deira

City Centre Deira is the original flagship mall in the Majid Al Futtaim Properties portfolio. Launched in 1995, it pioneered the concept of combining shopping and entertainment in the region. It remains one of the region's most visited destinations, attracting over 20 million visitors a year.

The Centre has over 370 stores including its anchors – Carrefour, Debenhams, Iconic, Sharaf DG, Virgin Megastore and Paris Gallery. It prides itself with its wide range of mid-market popular brands such as Zara, Forever 21, H&M, Splash, Marks & Spencer, American Eagle and Toys R Us, as well as a host of electronic stores.

In addition to offering a great and convenient shopping experience, the Centre also features City Centre Hotel and Residence, managed by Pullman; VOX Cinemas, an 11-screen multiplex cinema, Magic Planet family entertainment centre, over 58 international dining options, a Fitness First facility, dedicated tourist services; and a Metro Station at its doorstep.

## About Majid Al Futtaim <http://www.majidalfuttaim.com/en/page/holding>

Founded in 1992, Majid Al Futtaim is the leading shopping mall, retail and leisure pioneer across the Middle East and North Africa (MENA).

A remarkable business success story, Majid Al Futtaim started from one man's vision to transform the face of shopping, entertainment and leisure, and to create great moments for everyone, every day. It has since grown into one of the United Arab Emirates' most respected and successful businesses spanning 12 international markets, employing over 26,000 people, and achieving the highest credit rating (BBB) among privately-held corporates in the Middle East.

Majid Al Futtaim owns and operates 17 shopping malls, 11 hotels and three mixed-use communities in MENA, with further developments underway in the region. This includes Mall of the Emirates, City Centre malls, and also 4 community malls which are in joint venture with the Government of Sharjah. It holds exclusive rights to the Carrefour franchise in 19 markets across MENA and Central Asia, operating a portfolio of over 50 hypermarkets and over 60 supermarkets in 14 countries.

Majid Al Futtaim operates 109 VOX Cinemas screens and 16 Magic Planets across the region in addition to iconic leisure and entertainment facilities such as Ski Dubai and iFly Dubai among others. Majid Al Futtaim is parent to the consumer finance company issuing 'Najm' credit cards, a fashion retail business representing international brands such as Abercrombie & Fitch, Juicy Couture and Halston Heritage and a healthcare business. In addition, it also has a joint venture operation with Dalkia and has recently expanded into food & beverage in partnership with Gourmet Gulf.

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