



Press Release

Zaitunay Bay Launches to the Great Excitement of Beirut Lovers

Beirut, December 2011, Beirut's much anticipated new waterfront destination has finally launched to the great excitement of lovers of great food, the good life, and the very unique Beirut experience. Eager visitors of all ages can now head over to Zaitunay Bay, making their way through some of the city's widest and most varied selection of restaurants and cafes. With over 17 destinations for any time of day: they are certain to be satisfied. The shopping aficionados will find exactly what they're looking for, and those in search of adventure and fun will delight in the activity spots that bring together extreme sports and art activities.

"We took our time carefully selecting the various tenants that are now part of the Zaitunay Bay experience," explained Farouk Kamal, Chairman of Beirut Waterfront Development. "Our aim was always to deliver an entertainment destination the likes of which has never been seen in Lebanon." Assistant General Manager, Samer Bissat, added, "And we have done just that, creating a unique and varied offering to Beirut, Lebanon and the region. People the world over will be Beirut again in Zaitunay Bay."

Mission accomplished. The pedestrian-only Zaitunay Bay, accessible through corniche level entrances with adjacent underground public parking facilities and valet service, includes a promenade and outdoor resting areas where people can take in the sun, the view, the mood, and the good life. Year round, Zaitunay Bay will be the perfect destination to bask in everything the Mediterranean summers and winters have to offer.

In addition to the delicious and varied choice of restaurants, the endless access to activities, and the select shopping area, Zaitunay Bay is ideal for festive Sunday family brunches, intimate romantic dinners, business meetings, or friends looking to share a good laugh over drinks and bites.

Zaitunay Bay truly comes to life around the holidays, through the range of events scheduled. Be it a magical winter wonderland or a blossoming spring garden, Zaitunay Bay will transform to a place bustling with seasonal elements. For a start, Zaitunay Bay is Christmasing with Le Marché

de Noël, taking place from December 13 to 23, bringing the end-of-year warmth and jolliness to the public with holiday specialties, like delicious treats and beautiful hand-crafted Christmas ornaments. Such events, varying to include concerts and fashion shows, will be an ongoing reason to rediscover Zaitunay Bay throughout the year.

For more information on Zaitunay Bay, including a full listing of restaurants, shops and planned events like our Zaitunay Bay Facebook page.

www.zaitunaybay.com

-End-

For more information:
caroline.afara@leoburnett.com

+961 1 205195