



DESERT PALM NATIONS CUP 2010 CONTINUES ITS INTERNATIONAL RECOGNITION OF POLO IN THE MIDDLE EAST

Dubai, Thursday 14th January 2010 – The second annual Desert Palm Nations Cup will be taking place from 25th – 30th January 2010. Building on its successful launch last year, this exclusive event is now recognised worldwide by the polo community as the only tournament in the Middle East with international teams competing. Held again at Desert Palm Polo Club, this year will see four international teams, the UAE, Nigeria, the USA and Pakistan, playing for the Desert Palm Trophy. Each team will be headed by the Patron of Polo for their country and one of their leading players.

The qualifying matches will take place daily from Monday 25th January until Friday 29th January, with the exception of Wednesday 27th January which has been designated a rest day. Matches will be played between 3.00pm and 5.00pm and all of the qualifying matches will be open to the public. The final will take place on the 30th January 2010 with the first match being played at 3pm. During the final, the polo viewing terrace of Desert Palm Retreat will be an exclusive 'by invitation only' area for guests of the key partners, with His Grace, the Duke of Argyll hosting a VIP after party with luxury brand Royal Salute.

Although tickets for the partners' terrace are strictly limited, outside supporters and spectators who simply enjoy polo will be able to watch the final from the 'Polo Lounge'. There will be no entry charge for this area; however there is a cash bar for beverages and live entertainment following the prize giving ceremony.

The UAE team will be captained by their Patron Mr. Ali Albwardy, the Nigerian team will be captained by Prince Albert Esiri, the USA team will be captained by Mr. Alan Meeker and the Pakistan team will be captained by Muhammad Asif Hafiz.

The Desert Palm Nations Cup is designed to be a yearly event to celebrate polo in the UAE and highlight the Middle East's leading polo estate, Desert Palm, as a principle destination in the global polo calendar. Last year the world's number one polo player Adolfo Cambiaso launched the event and it also coincided with his first appearance in the UAE. The event is organised each year by equus passport and the UAE Nations Cup partners are luxury brands Desert Palm Retreat (host), Royal Salute, JaegerleCoultre, Land Rover, Crestview and EFG Group with Equestrio as a support partner.

Partner Overview:

About Desert Palm

Desert Palm by Per AQUUM is a boutique retreat with just 26 suites and private pool villas. Set on a private polo estate the property offers two award winning restaurants – Rare and Epicure, an

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internationally acclaimed LIME Spa and an inviting bar which overlooks one of the four championship sized polo fields and Dubai skyline beyond.

About Royal Salute

In 1953, Chivas Brothers celebrated the coronation of Her Majesty Queen Elizabeth II by creating a limited edition of a very special blended whisky. Only 2,500 cases were produced for worldwide distribution, and the first flagon, adorned with the royal crest, was presented to the new Queen on the day of her coronation. The name chosen was considered a fitting tribute to the new monarch. It was called Royal Salute, after the 21-gun salute, the ultimate mark of respect, created by the Royal Navy, to pay tribute to dignitaries and nations alike.

Today, Royal Salute continues to pay homage to accomplishment, in all walks of life. It is the Ultimate Tribute and mark of respect for powerful men and women, who demand the very best. Royal Salute's regal heritage is maintained through its global association with the sport of Polo, "the sport of Kings", organising events in India and China, including China's first international polo tournament (the Royal Salute Polo Gold Cup).

About Jaeger Le-Coultre

With a long history in the sport Polo and as official sponsor of the UAE National Polo team, Jaeger le-Coultre takes great pride in being the official timepiece partner of The Nations Cup.

Since 1931, when César de Trey of Switzerland first commissioned the design of a timepiece that could withstand the pressures of a polo match, the iconic Reverso design has graced the wrists of the icons of the Polo world. With its distinguishing sliding and swivelling case, protecting the dial against hard knocks, the Reverso watch is the timepiece of choice of the world's best player, Aldofo Cambiaso.

Remaining faithful to its personality through the decades, the Reverso watch has evolved into a versatile range of timeless elegance and fine watchmaking for men and women. For more information on Jaeger-leCoultre and the Reverso watch collection, please visit www.jaeger-lecoultre.com or one of our Boutiques*

* Dubai Mall, Ground Floor - Dubai Wafi New Extension - Abu Dhabi Marina Mall '

About Crestview

Crestview holds interests in numerous companies involved in a wide range of business pursuits. Some of the fields in which Crestview is actively involved include oil & gas exploration and production, international airfreight and logistics, construction, health care, biotechnology, and syndicated television productions. Crestview actively pursues compelling business opportunities in diverse fields throughout the world. Learn more at www.cviewfarm.com

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Crestview Genetics perpetuates the finest in equine genetics through proven, state-of-the-art biotechnological reproduction processes, breathing new life into the legacy of legendary horses. Learn more at www.crestviewgenetics.com

About EFG

EFG International is a global private banking group offering private banking and asset management services, headquartered in Zurich. EFG International's group of private banking businesses currently operates in 55 locations in over 30 countries, with circa 2,400 employees.

About Land Rover

Since 1948 Land Rover has manufactured authentic 4x4s that represent true 'breadth of capability' across the model range. Defender, Land Rover LR2, Land Rover LR3, Range Rover Sport and The Range Rover each define the world's 4x4 sectors, with 78% of this model range exported to over 160 countries.



Above: Players from the 2009 Desert Palm Nations Cup Final From left to right: Mussabh Wandawi, Nick Roldan, Wilf Laughner, Faris Al Yabhouni, Rasheed Albwardy, Najieb Koorhy, Ali Albwardy and Adolfo Cambiaso

- Ends -



Note to Editors:

A Universal Enterprise, **Per AQUUM Retreats • Resorts • Residences** is a specialist management and development company that offers a different kind of company ethos: one that is passionate, visionary, imaginative and naturally modern. The architecture and design of each project is inspired by the individual beauty of the property's host culture, while development is based on principles of realism, sustainability and responsibility. Renowned for creating bold, imaginative spaces and signature attention to detail the Per AQUUM name has built significant brand value within the top echelons of the travel industry. The current portfolio includes Huvafen Fushi in the Maldives and Desert Palm in Dubai. Per AQUUM is looking at additional locations in the Indian Ocean and South East Asia regions and in the Middle East.

Float Into The World Of...



A Universal Enterprise

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