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Empire International Investments Announces AED1.5 Billion of Projects in Abu Dhabi and Dubai at International Property Show

Partners with Asteco at IPS Dubai 2007; to announce projects in Dubai and Abu Dhabi very soon

Dubai - Apr 04, 2007: Empire International Investments, the real estate division of the multidisciplinary Empire Holdings, has announced its plans to develop AED1.5 billion worth of projects in Abu Dhabi and Dubai over the next several months. The announcement came during the company's participation at the third International Property Show commencing on April 3rd until the 5th 2007 at Dubai International Exhibition Center.

"We recently set up and launched Empire International Investments to act as our real estate investment and development arm. Over the next few months we will be announcing projects worth over AED1.5 billion in Abu Dhabi and Dubai," said Haytham Al-Tajir, Chairman of Empire Holdings. "We are interested in investing and developing projects over the long term. Our mission is to create high end properties for residential and commercial use. We are also seriously looking at moving into the hospitality sector as well."

Empire's participation at the International Property Show comes in cooperation with Asteco, the UAE's largest property management company. Both companies have announced their intention to work collaboratively on future Empire projects.

Empire International Investments is the newest subsidiary established under the Empire Holdings umbrella. Empire Holdings is a leading investment group based in Dubai focused on delivering world class strategic and financial products and services. The company bridges inbound and outbound investments and targets only long term investments with high potential value for its shareholders, partners and the community within which it operates.

The company provides investors with a full array of real estate development services from fundraising, deal structuring, and financial feasibility analysis studies to property development and management, securing land and trading in premium real estate. Empire International Investments has a strategic alliance with The Real Estate Agency Specialists, a professional Dubai based real estate agency.

"We offer our clients a comprehensive set of outstanding opportunities in real state, which has long been a valuable source of capital preservation and appreciation. In addition, we offer cutting edge, custom tailored real estate solutions in collaboration with our partners worldwide," commented Al-Tajir. "We typically structure our real estate offerings as special purpose vehicles to create flexibility and to optimize exit options and value creations."

The core of Empire Holdings is an elite advisory group (founders and co-founders) providing strategy, stewardship, oversight and expert advice to all Empire business units and companies, which include financial services, strategic advisory, real estate and industries.



"Our financial services division provides our clients with expert advice, innovative solutions, on time execution and comprehensive access to capital markets. Together with our JV Company Tharwa Capital, we combine business acumen, legal expertise, and intimate knowledge of local conditions and value drivers. Over forty professionals work hand in hand to deliver world class advisory services to meet every clients specialized needs," stated Al-Tajir.

"The second division specializes in strategic advisory where our team provides uniquely innovative, objective, fact-based insight into the central questions and challenges facing our clients. Our unique research base supports and informs the work that we do on our client's behalf, and is a core strength of our team. We provide advisory services to private and public companies, family businesses, and government organizations."

Empire's activities in the industrial sector vary across a vast array of disciplines ranging from telecommunications to oil and gas, among many others. Empire's internal business development team incubates and operates these companies as standalone business units, providing oversight, strategy, financial management, and corporate governance.

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About Empire Holdings:

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- _ Financial Services
- _ Strategic Advisory
- _ Real Estate
- _ Industries

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