



**Abu Dhabi Yacht Show confirms presence at the upcoming
Abu Dhabi Formula 1 Grand Prix with Superyacht Ellix Too**

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as a world-class host destination for such exclusive events**

Abu Dhabi, October 22, 2009; The 2nd Abu Dhabi Yacht Show (ADYS) today announced that it will have a major presence at the Abu Dhabi Formula 1 Grand Prix which takes place from October 30 - November 1, showcasing superyacht Ellix Too, in association with yachting company Charterbay and luxury event organizers MonacoKool.

The superyacht, built by International Shipyards Ancona (ISA) is expected to arrive in UAE waters on Thursday, October 22 and will be moored at the Yas Island Marina, joining several other vessels whose presence will confirm the marina's integral role in creating a luxurious setting befitting the launch of the Yas Marina Circuit.

At 155 feet (48 metres), Ellix Too will be one of the most impressive superyachts present at the Formula 1 event, and will be berthed in a strategic location, allowing visitors on board to enjoy a great view of the Yas Marina Circuit. The yacht is expected to attract high profile interest for the 2nd Abu Dhabi Yacht Show, which takes place from February 25-27, 2010 at Abu Dhabi National Exhibition Centre.

"The Abu Dhabi Formula 1 Grand Prix is set to attract exactly the visitor profile we wish to welcome to the second edition of the Abu Dhabi Yacht Show. A presence at this highly anticipated event will no doubt excite a great deal of interest in the yacht show, and in Abu Dhabi as a world-class host destination for exclusive and luxurious events such as the upcoming racing and yachting extravaganzas," said Franck Dailles, Group Director, Informa Yacht Group

(IYG), organizers of the 2nd Abu Dhabi Yacht Show. The IYG's prestigious portfolio includes several of the world's leading yachting events, such as the Monaco Yacht Show and the Superyacht Cup Regattas.

"Ellix Too is the second in the ISA's 155-foot 470 series and is a truly stately sea giant, with interiors and exteriors styled by renowned yacht designer Walter Franchini. The stylish sundeck of this elegant beauty will be one of the most coveted spots to enjoy the excitement on the track," said Aldo Arcangioli, President and Founder of Charterbay.

Yas Island Marina is expected to berth over 140 yachts for the race, with an estimated 5,000 people viewing the race from the decks of the moored vessels. "The yachts' position overlooking portions of the race track will enable motor racing fans to enjoy the exciting event in appropriately opulent surroundings, reminiscent of the celebratory atmosphere at other Grand Prix venues such as Monaco. A presence at the Abu Dhabi Formula 1 event bolsters ADYS's objective of raising the city's profile among yachting aficionados and admirers of these beautiful vessels and the glamorous lifestyle they have come to represent," added Dailles.

The superyacht Ellix Too will also be present at the 2nd Abu Dhabi Yacht Show. Held under the patronage of His Highness Sheikh Mohammed Bin Zayed Bin Al Nayhan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, ADYS is the Middle East's premier show focusing exclusively on the luxury superyacht and megayacht sector, comprising sailing and motorized yachts over 25 metres in length. Abu Dhabi Tourism Authority (ADTA) will be the headline sponsor of the second edition of the show, in association with luxury horologist Horus.

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www.abudhabi yacht show.com

Editors Notes;

Abu Dhabi Yacht Show

The Abu Dhabi Yacht Show (ADYS) is a show with a specific focus on superyachts and megayachts. With this unique, first-to-market formula, the ADYS sets a new standard in the world of yachting industry events and provide a world-class superyacht and megayacht show distinguishing it from other yacht and boat shows across the globe.

The inaugural show in March 2009 opened to an enthusiastic reception and went onto impress exhibitors, industry experts, press and visitors alike over a course of three days.

By general consensus, it provided a wealth of first-class business opportunities and catered to the highest industry requirements for quality, exclusivity and style.

ADYS 2009 saw sales of vessels totaling over US\$200 million (AED 735 million), confirming the growing importance of Abu Dhabi as a leading superyacht and megayacht destination, and establishing ADYS as the best event in the Middle East region for viewing the world's largest and most exclusive private yachts.

For more information and full exhibitor list, please log on to www.abudhabi yachtshow.com

The Informa Yacht Group: Global Leaders in Yachting Events

Informa Yacht Group (IYG) is the business division that encompasses all of the yachting and boating events owned by Informa Plc. Made up of many constituent businesses which include some of the longest-standing brands in world publishing, Informa is one of the world's leading providers of information and knowledge via a wide range of media. Informa is also the largest publicly-owned organiser of exhibitions and conferences, with some 12 500 events annually in 46 countries world-wide.

IYG's mission is to become the world's leading organiser of yachting events and to provide our customers with ever more high-quality data and information, and with constantly evolving face-to-face marketing opportunities.

IYG provides the yachting industry's manufacturers, suppliers and sponsors with a truly international marketing platform through a global portfolio of Superyacht and other marine-industry events:

- The Monaco Yacht Show
- The Abu Dhabi Yacht Show
- The Superyacht Cup, Palma & Antigua
- The Superyacht Cup Special Edition, Cowes 2012
- The Phuket International Boat Show
- The World Yacht Racing Forum
- The Yacht Racing Design & Technology Symposium
- International Superyacht Coatings Conference

For further information on the Informa Yacht Group, please visit our website:

<http://informayachtgroup.com/>

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