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Abu Dhabi Committed To SuperYacht Status Says Mohammed Bin Zayed **Abu Dhabi Crown Prince Tours UAE's First SuperYacht Show**

Abu Dhabi, 15th March 2009: His Highness Sheikh Mohammed Bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, says the UAE capital is committed to demonstrating its capability as an emerging global SuperYacht hub.

His comments came as he toured the first Abu Dhabi Yacht Show (ADYS) which has run for three days at the Abu Dhabi National Exhibition Centre and its new Marina Zone, where more than 20 of the world's most spectacular SuperYachts have been on display.

"This show demonstrates Abu Dhabi's commitment to be recognised as a global superyacht player at the same level as leading centres in the Mediterranean and the Caribbean," said the Crown Prince.

"We are convinced that by staging the Abu Dhabi Yacht Show, the emirate is embarking on what will prove to be a highly successful international marketing drive aimed at building awareness of the UAE capital's potential as a super yacht hub."

The inaugural ADYS saw 90 companies exhibit in one of ADNEC's expansive halls with the marina berthing the elitist flotilla which features over US\$500M-worth of super and mega yachts.

Accompanied by his Highness Sheikh Sultan Bin Tahnoon Al Nahyan, Chairman of the Abu Dhabi Tourism Authority (ADTA), which is the show's headline sponsor, HH Sheikh Mohammed was welcomed onboard many of the luxurious mega vessels including the 88m Lady Lauren super yacht, 73m Silver, 36m Wally Power, Gulf Craft's Majesty 121, a 37 metre superyacht, 31mMangusta 103 –which is also known as the Mangusta of Dubai- and 38m Sunseeker.

Sheikh Mohammed's visit followed on the heels of an earlier show tour undertaken by a member of Qatar's ruling family who made a private visit to the exhibition.

ADYS also sponsored by Aldar Marinas, a subsidiary of Aldar Properties, and was organised by Informa Yacht Group (IYG), the leading global yachting events company that organises the Monaco Yacht Show, the Superyacht Cup Regattas and the Phuket International Marine Exhibition.

Franck Dailles, the show's Group Director, said the fact that ADYS is the region's first dedicated exclusively to superyachts lent it an instant air of exclusivity.

"The response we have seen during the last two days has been very successful. With exhibitors using the show for regional and global launches, we expect major sales and great news to be announced by the end of the show."

ALDAR Properties and Horus Watches are the show's associate sponsors, Vistajet its official private jet sponsor and Rolls Royce its supporting partner. The Financial Times is the show's international newspaper partner and Al Arabiya its regional broadcast company.

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About the Abu Dhabi Yacht Show:

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

It is organised by Informa Yacht Group (IYG), the leading global Yachting Events Business, and a division of Informa plc, the world's largest publicly-owned organizer of exhibitions and conferences. The current IYG portfolio includes high-end events such as the Monaco Yacht Show, the brand new Abu Dhabi Yacht Show, the Superyacht Cup Regattas, the Phuket International Marine Exhibition, and the World Yacht Racing Forum. The ADYS is a unique yachting event created to meet the demands of a high profile and discerning audience.

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

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