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Superyacht *Lauren* 88m to Astonish Abu Dhabi Yacht Show 2009

Dubai- Introducing its premium brand of luxury mega yacht in the region, 4Yacht Arabia, industry leader in global superyachts, will showcase the superyacht '*Lauren 88.5m*' at the upcoming 2009 Abu Dhabi Yacht Show (ADYS), due to take place from March 12-14 at the Abu Dhabi National Exhibition Center (ADNEC). ADYS will be the region's first show dedicated exclusively to super and mega yachts that will range in size from 30m to 100m.

Motor yacht *Lauren* is one of the world's 100 largest yachts. It is a magnificent yacht which offers luxury amenities and a minimum of one crew member for each passenger on board. The *Lauren* also functions as a unique floating entertainment venue for large luxury events such as receptions, product launches, board meetings, celebrations, luncheons, buffet dinners, and cocktail parties, to name a few. It is able to host gatherings of up to 150 people and can comfortably accommodate up to 48 guests overnight. The yacht also features a large and luxurious conference room, library, and conference center; a 'Lido Bar' and a formal Dining Room for entertaining; and a Helicopter landing pad for VIP transportation to and from the yacht.

Apart from *Lauren*, more than 18 of the world's leading superyachts will be showcased at the ADYS and over 80 exhibitors displaying their finest yachts have already signed their participation, including Platinum Yachts (builders of His Excellency Sheikh Mohammad bin Rashid Al Maktoum's megayacht, '*Dubai*,' the largest and most expensive yacht in the world), Sea Pros Yachts (showing Ferretti's custom line, *CRN*), Wally Yachts (showing high performance *Wally 118*), Westport (showing *Westport 130*, a tri-deck motor yacht with 5 staterooms), and the UAE's own Gulf Craft Inc. (showing newly-built *Majesty 131*).

"The Abu Dhabi Yacht Show will feature discriminating yachts of distinction, power and luxury," said Franck Dailles, Group Director of ADYS. "With the participation of the world's leading yachting companies such as 4Yacht Arabia mixed with ADNEC's spectacular venue, the ADYS is set to create a new standard in the world of yachting industry events."

The ADYS will also feature a number of special events and activities to create unique networking and meeting opportunities throughout the ADYS, such as a superyacht fashion

show at the Emirates Palace, a charity auction Gala dinner, a special superyacht cocktail party, business conferences and a golf tournament.

Headline Sponsor of Abu Dhabi Yacht Show is Abu Dhabi Tourism Authority (ADTA). Associate Sponsors include ALDAR Properties and Horus Watches. Financial Times is the International Newspaper Partner and Al Arabia is Regional Broadcast Company.

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About Informa Yacht Group:

The Abu Dhabi Yacht Show (ADYS) 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. The ADYS is a by invitation-only show with a very specific focus on super and mega yachts only. 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. For more information and full exhibitor list, please log on to www.abudhabi yachtshow.com

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