

**US COMPANIES QUICKLY SHOW SUPPORT AND SIGN-UP TO INAUGURAL
ABU DHABI YACHT SHOW
24th – 27th March 2009**

For immediate release to the US media

Following the US launch of the Abu Dhabi Yacht Show 2009 in Miami, February 15th, three major US megayacht companies - **Burger Boat Company**, **Trinity Yachts** and **Westport Shipyard**, have identified the business potential and global importance of the show's potential visitor profile and signed up to take booths in the heart of the show. Negotiations with 'many others' are ongoing and likely to be secured in the coming weeks.

Several companies are in discussion regarding sponsorship of the Abu Dhabi Yacht Show as they are keen to be involved at the outset of such an exclusive megayacht event run by a company with the pedigree of the Informa Yacht Group, which owns and operates Europe's acknowledged megayacht show, Monaco Yacht Show.

At the US launch, Group Director of Abu Dhabi Yacht Show, Franck Dailles spoke about the opportunities this dynamic and growing area presents to the global megayacht market. 'We are solely targeting vetted, wealthy visitors who are acknowledged as being in the market for yachts upwards of \$15million. They will come from Abu Dhabi and the United Arab Emirates, neighbouring Gulf States as well as the key emerging markets of India and Russia. Buyers such as these will offer opportunities beyond comparison for any company operating within the megayacht market.'

Exhibitors will have unrivalled access to the wealthiest of buyers as the first day (Tuesday 24th March 2009) is exclusively for members of Middle Eastern royalty.

Franck continues, 'Having met and spoken with dozens of US companies at Miami it is clear that they recognise the immense spending power of the inhabitants of the United Arab Emirates and the Gulf region. Our decision to make it an exclusive event will allow exhibitors to dedicate their time and resources to genuine purchasers rather than be distracted by those simply visiting.'

Companies who are interested in finding out more about exhibiting at the Abu Dhabi Yacht Show 2009, should contact Franck Dailles in the first instance on + 971 4 4072511. An exhibitor pack including Show Plans, costs and relevant details will be available in the spring. Alternatively visit **www.abudhabi yachtshow.com**.

Ends

Date: February 2008

Further information can be obtained from:

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