



Abu Dhabi Will Play Host to The Asian Business Awards Middle East 2007

Al Barari, the luxury real estate leader, to be premier sponsor

Dubai, UAE, September 23, 2007 - Abu Dhabi has been selected to host the first Asian Business Awards ever to be held in the Arab world. Asian Business Awards Middle East 2007 will be presented at a gala ceremony to be held in December at the Emirates Palace Hotel, honoring the remarkable and far-reaching contributions the Asian business community has made to the region. The aim is to make the Asian Business Awards an annual institution in the Middle East.

The announcement was made by Nadia Zaal, the CEO of Al Barari, one of the UAE's leading luxury real estate developers, which is the prime sponsor of the Asian Business Awards Middle East 2007. "The Asian community has played such an important role in the development of the UAE and the region as a whole," Ms. Zaal said. "An acknowledgement of their achievements in business and development is really long overdue and we were keen to support this landmark celebration", she added.

The Asian Business Awards Middle East 2007 will recognize achievements of Asian business leaders and entrepreneurs who have made a mark on the Middle East and built enterprises that have strengthened the traditional and historic ties between Asia and the Middle East and helped to build their communities at home and abroad.

The Awards will be divided into eight categories:

1. Outstanding Asian Business Man of the Year
2. Outstanding Asian Business Woman of the Year
3. Asian Rising Star of the Year
4. Young Asian Achiever of the Year
5. Outstanding contribution to Middle East Development Award
6. Asian Business Leader of the Year
7. Global Asian of the Year
8. Lifetime Achievement Award



The Criteria & Parameters for each category have been set by one of the world's leading Business Advisory Services, PricewaterhouseCoopers who are the Analysts of this prestigious new Award Property that is poised to become an important & significant annual Event in Corporate Middle East.

The Nominations for these categories will be open to the public from October 1st and can be registered on the Asian Business Awards, Middle East 2007 website www.abameonline.com, which will contain details on nomination criteria and voting procedures.

Three final nominations for 6 of the ABA ME Award 2007 categories will be announced on November 9th. Selections for these 6 categories will be made based on public online voting and the opinions of a jury comprised of business leaders, government officials, professionals and commentators. The 18 ABA ME Finalists will be announced on November 9, 2007. The ABA ME 2007 Global Asian & Lifetime Achievement Awards are to be exclusive Jury Choice.

Thereafter, the most exciting part of the ABA ME 2007 kicks in, whereby the public will be invited to participate in the polls through the ABA ME 2007 online facility or by SMS. The build-up and mechanics of Nominations & Polling culminates in a grand Award Event called the 'The Big Night™', a glamorous and high profile black-tie event at the magnificent Emirates Palace in Abu Dhabi, with the expected attendance of some of the most illustrious business personalities, dignitaries, opinion leaders and influencers in Asia and the Arab world.

"The current economic boom in the Middle East and Asia, has accentuated the synergies between the two regions and has underscored the long historical ties we have had over the centuries," said Ms. Zaal. "The combined estimated value of current infrastructure development in both regions exceeds \$2 trillion and it is further estimated that Middle East investors will acquire from \$20-30 billion in Asian assets during 2007 alone. The explosion of Asian entrepreneurship coupled with huge Arab investment in business real estate and finance that has been fueled by sustained high prices, has created unprecedented opportunities for inter-regional cooperation. Asian business is more important to our region than ever. The Asian Business Awards are an acknowledgement of that importance. Further, Al Barari plans to showcase & institute an important new Sustainability & Environment Protection Award at the ABA ME 2007, in line with the Company's commitment to the same. "



The ABA ME 2007 has a line-up of some very important & influential blue chip Associates, including PricewaterhouseCoopers, Khaleej Times, ITP's Ahlan Masala, Gulf Research Centre, Citigold, Emirates Palace, Zee Network & the Channel 4, Radio Network.

Indian Expressions and Real Media are ABA ME's chief event architects and property owners. Indian Expressions FZE of the Axis International Group is a leading and dynamic Event and Marketing Consultancy company that specializes in creating India-centric events and forums across the world. Real Media is the powerful regional arm of the US \$5 Billion Zee Network in the Middle East.

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About the pedigree of Asian Business Awards:

The Asian Business Awards is an Event Property co-owned by Indian Expressions & Real Media.

About Indian Expressions

Indian Expression FZE is part of the Axis International Group established in 1996. Indian Expressions showcases & celebrates Asian Achievers & Achievements globally through a series of ground, television & public forum Events. The Company also consults for Middle East & Asia based conglomerates to activate innovative CSR Programs & promote Sustainable Development Initiatives.

About Real Media

Real Media is a media & entertainment conglomerate which is the Middle East arm of the US\$ 5 billion Zee Network, a true blue Asian media powerhouse with over 24 Television channels & footprints in over 185 countries. The company has interests in publishing, theme parks, multiplexes, gaming, film production, and broadcasting.

The ABA ME genesis & future plans

The ABA ME has been created to recognize and reward pioneering businesses that have blazed new trails and set new benchmarks in the Middle East Business World. The ABA ME is now poised to become the region's annual showcase of exemplary Business enterprise. In its debut year, The ABA ME will recognize and honour contributions of entrepreneurs from the sub-continent to the Middle East region, the region's biggest Asian Community. From 2009, the Awards will also showcase Business Achievers from Japan, China and the Asia Pacific. Plans are in place to host the ABA ME 2010 simultaneously in Singapore, New Delhi, India & in Dubai, UAE through cutting-edge satellite technology. Talks are already in progress for the same.

About Al Barari LLC:

Founded in 2005 by Emirati entrepreneur and investor Zaal Mohamed Zaal, Al Barari was set up to provide high net worth individuals with innovative and exquisitely designed housing. Al Barari Development's mission is to continuously raise the benchmark of the quality of property development in the U.A.E, through the development of eco-friendly, sustainable communities, and the implementation and utilization of new standards in estate planning, environmental controls, and ongoing quality driven management. Al Barari is responsible for the conception and development of the unique Al Barari community.