

06 March 2008

Subject: Rent Revision 2008

Dear Business Partner,

Dubai Media City (DMC) has grown into a regional hub for the media community in a short span of about seven years and over the years we have consistently focused on providing quality services that are tailor-made to the requirements of your business.

Operational costs have shot up recently as a direct result of the economic growth in the region but despite the economic pressures we are committed to your growth and success. Hence we are submitting a revised rental price that is lower than the prevailing market rate in order to provide the same quality of services.

The annual rental rate for DMC will be AED 180 per square foot inclusive of service charges. The new rates will be applicable to all renewed leases from 1st June 2008; that is any lease that expires on or after 31st May 2008 will be renewed at the rate of AED 180 per square foot.

Please note that as per the 2007 statistics of Colliers International and CBRE - two leading real estate research companies in the world -the annual rates for rental commercial property in the region are currently between AED 220 to AED 330 per square foot; indicating that the DMC rent increase is still below the prevailing rates in the market.

If you have any questions, please contact **VOICE IT 800 100 000**.

VOICE IT!

800 100 000

For your concerns, feedback, suggestions & compliments

Yours Sincerely,
Dubai Media City Management