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**VANTAGE**  
REAL ESTATE DEVELOPMENT LIMITED

## **VANTAGE TO EXHIBIT SERRENIA AT CITYSCAPE 2006**

Serrenia, the ultra luxury new US\$2 billion residential resort and hotel designed by Foster & Partners on Egypt's Red Sea Coast, will be exhibited at Cityscape 2006 by Vantage Real Estate Development, a subsidiary of Shaheen Business and Investment Group, (SBIG).

Inspired by the unique landscape in which it is situated, Serrenia is set over 650 acres, or three million square metres, with 736 residences, including palaces and a range of villas and apartments. In addition, there is a 200-room 7-star luxury hotel, a world-class spa, a signature 18-hole golf course, restaurants, retail, a heliport for guests' use, beach club and other sporting facilities.

The palaces, villas and apartments echo the shape and range of colours found in the desert's barchan dunes. Each property has its own swimming pool, as well as lush tropical gardens with water features. The 7-star hotel, with its unique snake like shape, mirrors the extraordinary submarine world found in the Red Sea.

Serrenia's Marina 'Hub' is one of the focal points of the development - with an extraordinary wave shaped floating roof and a vast airy, cool space below. It accommodates carefully selected leading brand stores from around the world. A central pier, yacht marina and beach club extend from the hub.

Serrenia benefits from year round warm temperatures and is within easy distance of the antiquities of Karnac and the Valley of the Kings (at modern Luxor) and some of the world's greatest dive sites. It provides a unique and exclusive residence as well as a new destination for those who want to explore the Red Sea region in complete luxury.

**Lord Foster, Founder and Senior Partner of Foster & Partners, comments:**

"Inspired by the significance of luxury in ancient Egyptian mythology, and echoing the contours and colours of the dramatic Red Sea coastline, Serrenia is an environmentally intelligent development for an elite community that maintains the character of the desert with a contemporary reinvention of the Egyptian garden. We sought to evolve designs which would respond to the natural environment, reflecting Egyptian history, as well as maintaining the character of the desert."

**Khaled Shaheen, Chairman and CEO of Shaheen Business and Investment Group, comments:**

"It is an exciting step for us to be exhibiting Serrenia at Cityscape 2006. It will provide us with the invaluable opportunity to reach out to the key opinion formers of the Middle East real estate industry as well as the all-important public."

## Notes to Editors

- [www.serrenia.com](http://www.serrenia.com) and [www.sbig Holdings.com](http://www.sbig Holdings.com)
- Shaheen Business and Investment Group is the largest non-state employer in Jordan. 2006 has seen the company transfer many of its headquarter functions to London. The family owned company is run by Khaled Shaheen. SBIG has established a real estate arm, Vantage Real Estate Development to invest in commercial and residential properties worldwide.
- Cityscape 2006, the International Property Investment & Development Event, will take place at the Dubai International Exhibition Centre from 4<sup>th</sup> to 6<sup>th</sup> December.