

# Jumeirah Group celebrates successful five year sponsorship of Rory McIlroy

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Jumeirah Group, the global luxury hotel company, and the Management Company of world number one golfer Rory McIlroy have jointly agreed to bring the sponsorship agreement which started in September 2007 to a close.

Jumeirah Group's sponsorship of Rory McIlroy began as soon as the young golfer launched his professional career at the age of 18. Since then, the Ulsterman has risen to become the world's number one golfer. In the same period, Jumeirah has doubled the number of hotels it operates around the world.

Rory McIlroy has been an ardent advocate of Jumeirah's hotels, staying in its properties in Dubai, Abu Dhabi, Shanghai, the Maldives, London and Rome, as well as participating in events with the company's guests, partners and employees.

Rory McIlroy commented: "Jumeirah became my first corporate sponsor when I turned professional back in 2007, and I would like to thank everyone at the company for their support in helping me become the player I am today. I have enjoyed five very exciting and successful years with Jumeirah and will always have great memories of my time with the company. Celebrating my first professional win at the 2009 Dubai Desert Classic with the Jumeirah team was a particular highlight."

President and Group CEO of Jumeirah Group Gerald Lawless said: "We are extremely proud of Rory's rise to the number one spot with Jumeirah as his principal sponsor since he turned professional. We are delighted with his consistent support of Jumeirah hotels and resorts around the world. He has been a tremendous ambassador for our brand both as a consummate golfing professional and as a young man with a great future ahead of him. We wish him continued success and we will continue to share a passion for his achievements and to welcome him in each of our hotels."

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About Jumeirah Group:

Jumeirah Group, the global luxury hotel company and a member of Dubai Holding, operates a world-class portfolio of hotels and resorts. Jumeirah Hotels & Resorts includes Jumeirah at Etihad Towers Abu Dhabi hotel (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/Abu-Dhabi/>); Burj Al Arab, Jumeirah Beach Hotel, Jumeirah Creekside Hotel, Jumeirah Emirates Towers, Jumeirah Zabeel Saray and Madinat Jumeirah Dubai hotels (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/Dubai/>); Jumeirah Dhevanafushi and Jumeirah Vittaveli in the Maldives; Jumeirah Himalayas Hotel in Shanghai; Jumeirah Frankfurt in Germany; Jumeirah Grand Hotel via Veneto in Rome; Jumeirah Port Soller Hotel & Spa in Mallorca; Pera Palace Hotel, Jumeirah Istanbul hotel (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/Istanbul/Pera-Palace-Hotel-Jumeirah-Istanbul/>); Jumeirah Carlton Tower and Jumeirah Lowndes 5 star hotels in London (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/London/>). Jumeirah Group also runs the luxury serviced residences brand Jumeirah Living; the spa brand Talise; Jumeirah Restaurants; Wild Wadi

Waterpark; The Emirates Academy of Hospitality Management; and Sirius, its global loyalty programme.

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