



## **PRESS RELEASE**

### ***200-Acre Equestrian Themed Community Launches in Ajman***

***'Escape' promises a country living experience unique to the region***

**January 23<sup>rd</sup>, 2008, Ajman, UAE:** Plans were unveiled today for a comprehensive equestrian-themed residential community set to be developed in Ajman, UAE. *Escape* will be a 200-acre exclusive gated community offering villas and low rise apartments, a boutique hotel, and full range of equestrian facilities in addition to several multi-purpose sports arenas. The development is located on the Emirates Road, on the Ajman – Sharjah border, and promises a unique county living experience, unlike any other in the region.

*"Escape* will offer a new and healthier kind of lifestyle. Conveniently located to urban centers, yet removed from traffic and other urban stress, the community has been carefully designed to provide residents with an abundance of nature, peaceful views, and privacy not seen in other developments," said Anwer Sher, General Manager of Escape LLC.

"Each villa is being planned so that it has a view onto planned bridle paths, or public park space areas. We have worked with the natural topography of the site, and enhanced existing land rises and using the lay of the land to promote a feeling of space and privacy," he explained.

Named after H.H .Sheikh Ammar bin Humaid Al Nuaimi, Crown Prince of Ajman's World Champion Arabian Stallion, Escape Ibn Navarrone – D, the 8.2 square million foot development is currently offering luxurious villas in three and four bedroom styles, with more villas and the apartments set for phased release over the next two months.

The villas at *Escape* will maintain open space, without property walls, and architecture inspiration follows the traditional Arabic, Ottoman, and Mediterranean influences. Low rise apartments border the residential area of the development and are only between eight and thirteen levels so as to further enhance the relaxed, country atmosphere of the community.



"We have placed a huge emphasis on architecture and design in an effort to differentiate *Escape* from other residential offerings. Our design philosophy is based on a desire to link this vibrant modern community to the important traditional foundations of Islamic art and architecture," said Donald Green, Concept Architect for *Escape*.

Not only an ideal home for people, *Escape* will feature some of the most carefully designed and beautiful barns in the region. The development will offer stabling for 200 horses including a state-of-the-art equestrian spa dedicated to the rehabilitation of injured horses, and a comprehensive mix of in-and-outdoor riding arenas and training facilities. Located at the heart of the community is the Hoofbeat™ Center, a two-level activities clubhouse which introduces a unique mix of equestrian-themed activities and entertainment in addition to traditional sports facilities ideal for the entire family.

"*Escape* is not only for the horse lover. We have included facilities for indoor sport such as basketball, volleyball, and squash to name a few, plus a multi-purpose outdoor sports arena ideal for football and rugby matches as well as equestrian competitions or shows. We are also offering the first polo cross field in the region," said Eileen Verdieck, Partner of *Escape* LLC.

"Our Hoofbeat™ Program introduces non - traditional equestrian games, workshops, and experiences that are all designed to broaden the base of those interested in horses, and to allow for people to learn about the horse as never before. These are brand new ideas and activities that are ideal for the entire family; our ultimate goal is foster a new generation of equine enthusiasts and professionals from the UAE," added Verdieck.

Set on a natural rise, and adjacent to the Hoofbeat™ Center is the Resort at *Escape*, a 150 room equestrian – themed boutique hotel, where each room will be dedicated to a different breed of horse and will feature stunning original artwork and murals. "This will be the only equestrian-themed hotel in the world," said Verdieck.

The Resort at *Escape* will house several restaurants, conferencing facilities, a Middle Eastern and Asian – inspired spa, tennis courts, two swimming pools, and full gym and fitness facilities. Rooms within the hotel are all uniquely positioned with views that either look down into a central courtyard which doubles as an equestrian show ring, or out across the surrounding pastures and stabling blocks.



Conceptualized and developed by Equine Management Services, one of the world's leading equine solutions company, construction is set to begin in February 2008, and expected to be fully operational in just less than three years.

**-ENDS-**

Note to Editors: Escape is 200-acre Ajman-based equestrian themed community located on the Emirates Highway, just after the Sharjah border. The project's concept creator and equine architects is Equine Management Services, and the Concept Architect is Donald H Green Studio. Quantity Surveyors are Deleeuw Middle East; the project is Master Planned by Hyder ACLA, and Infrastructure by Hyder Consulting. Hill International is the Project Manager for Escape. Go Wealthy is the Lead Agent, with sales and marketing support from Escape International FZE.

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