



Press Release

Escape Launches Saddle Homes

Innovative residential option enhances Ajman's prestigious equestrian community

April 20, 2008, Dubai, UAE: Escape, an equestrian community under development in Ajman, has released a brand new housing concept to the market. The Saddle Homes at Escape offer the spacious design of a small villa combined with the convenience and ease of an apartment. These attractively priced two-storey residences are situated in configurations of four, and will be set amongst creative landscaping in keeping with the rest of the project.

"We conceptualized the Saddle Homes to fit a niche in the market. These homes are ideal as a starter home for young couples or professional singles, or as a holiday retreat for residents of other emirates and abroad," said Aadil Sher, sales Consultant for Escape LLC. "They are carefully designed to maximize space, they are attractive, good value, and easy to care for. This is a winning combination," he added.

Escape was launched in late January 2007, and the development witnessed enthusiastic and rapid sales of the Villas at Escape, and the Saddle Homes mark the next sales phase of the 200-acre project.

The Saddle Homes will be situated on a subtle rise overlooking the expanse of the community, and will feature private parking bays, terraces, gardens, access to community swimming pools, and wooden fencing that all contribute to the country atmosphere found at Escape.

In keeping with the feel of the development the dwellings will retain a fusion of Arabian, Ottoman, and Mediterranean design influences and colour schemes. The two-bedroom units offer two slightly different floor plan variations, maximize the use of natural light, and offer Spanish terra cotta flooring and high quality finishings.

"We have placed a major emphasis on architecture and design in order to differentiate Escape from other private communities," said Mushtak Talib Muhi, General Manager of AJ Design, project architects. "All residential options combine modern comfort with top

quality details, while retaining traditional foundations of Islamic and traditional Arabian architecture."

In addition to the 140 Saddle Homes, Escape will offer over 500 three and four bedroom villas as well as terraced and low rise apartments, which are set to be released for sale within a few months. The 8.2 million square foot development will also consist of a boutique hotel, the HoofbeatZ™ Activities Centre Clubhouse, a full range of equestrian facilities inclusive of an equine spa, several multi-purpose indoor and outdoor sports and riding arenas, and a comprehensive mix of sports, health, and leisure facilities all focused on family entertainment.

Escape is conveniently located just off the Emirates Road, on the Sharjah and Ajman border, with easy access to major urban business and transportation hubs in Dubai and the Northern Emirates. Conceptualised and developed by Equine Management Services, one of the world's leading equine solutions companies, Escape is set to break ground in May 2008, with a completion date of December 2010.

Interested parties may learn more about the Saddle Homes and Villas at Escape at a dedicated sales event May 1-3, held at the Emirates Towers Hotel, conference rooms from 9 am – 8 pm. Call 04-705-0321 for more information.

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Note to Editors: Escape is 200-acre Ajman-based equestrian themed community located on the Emirates Highway, on the Ajman- 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 De Leeuw Middle East; the project is Master Planned by Hyder ACLA, and Infrastructure by Hyder Consulting. Hill International is the Project Manager for Escape. AJ Design are the architects for the Residences at Escape; flooring and finishings are supplied by Zoralco International. First GoWealthy Real Estate Brokers is the Lead Agent, with sales and marketing support from Escape International FZC.

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