

**MONTE-CARLO SOCIÉTÉ DES BAINS DE MER  
pulls out of the BEACH CLUB  
ON SAADIYAT ISLAND**

**September, 4<sup>th</sup>, 2014**

Monte-Carlo Société des Bains de Mer, leading luxury hospitality group based in Monaco, announces that following a mutual agreement with the Tourism Development & Investment Company, an Abu Dhabi-based master developer, it won't renew its contract to operate the Monte-Carlo Beach Club (MCBC), Saadiyat. Since its launch in 2011, MCBC, Saadiyat has enjoyed a reputation of world-class service and facilities along the pristine beach of the island.

Luca Allegri, Managing Director, Hotels, Spas & Resort, Monte-Carlo SBM Group, said: "It has been a great journey these past three years offering our members and visitors the high-quality service that the SBM brand is renowned for, while enjoying a mutually-beneficial relationship with TDIC. We will continue to focus on our properties in Monaco; however, we look forward to re-expanding beyond its borders in the future."

Ali Al Hammadi, CEO at TDIC, said: "We are proud to have been the first to bring the prestigious Monte-Carlo brand outside of Monaco, which reflects Saadiyat's growing reputation as a multi-faceted destination. We are also pleased to have had the opportunity to work closely with Monte-Carlo SBM Group these past three years, and benefit from their expertise."

The new club will be branded as Saadiyat Beach Club starting from September 1<sup>st</sup>, 2014. Current members can still enjoy the full benefits of their respective packages, and will be given the opportunity to take advantage of new services available in membership packages that will be rolled out by the beach club at a later date.

[About Monte-Carlo Beach Club Saadiyat:](#)

*The Beach club, covering an area of 36 500 square meters, would have offered Saadiyat island inhabitants and visitors a whole range of services and luxury infrastructures during the day, including a private beach, a children's park, swimming pools, a spa and fitness centre and an all-day restaurant service. In the evenings, the Monte-Carlo Beach Club Saadiyat Island would have become one of Abu-Dhabi's leading night-life hubs.*

### About Tourism Development & Investment Company (TDIC):

Created in April 2006, Tourism Development & Investment Company (TDIC) is a leading company dedicated in promoting carefully selected touristic destinations in Abu Dhabi, the largest of the seven Emirates constituting the United Arab Emirates, and a key component in their economic and cultural expansion.

TDIC is the instigator of some of Abu Dhabi's most prestigious projects including the development of two major destinations- Saadiyat Island, destined to become the largest first rate cultural institution concentration such as Zayed National Museum, the Guggenheim Abu Dhabi Museum, the Louvre Abu Dhabi, a performance art training centre, a marine museum- and Desert Islands, an area destined to become one of the world's leading environmentally friendly touristic areas.

### About Monte-Carlo Société des Bains de Mer:

Since its creation in 1863, the group Monte-Carlo Société des Bains de Mer has imposed a high quality, pioneering, inimitable and audacious image in the luxury tourism industry. Monte-Carlo Société des Bains de Mer aims to be the guardian of a certain classicism, glamour and elegance, while simultaneously the tireless seeker of new trends, tastes and technologies. During one hundred and fifty years of excellence, a veritable cultural and historical patina has left its mark on the name of Mont-Carlo. Today, Monte-Carlo Société des Bains de Mer is a luxury brand whose expertise is expressed in its 4 Casinos, 4 hotels (Hôtel de Paris, Hôtel Hermitage, Monte-Carlo Beach, Monte-Carlo Bay Hotel & Resort, and 33 restaurants including the Louis XV-Alain Ducasse).

Its range of services extends to the fields of culture and entertainment with several venues including the Sporting Monte-Carlo, the Salle Garnier Opera for unique concerts and festivals, well-being and preventive health with the Thermes Marins Monte-Carlo. It also acts as a major player in nightlife with Jimmy'z nightclub, and sports with an 18-hole golf course and a tennis club. Monte-Carlo SBM is the brand of a sophisticated amazing, unique experience built around core values: Excellence, Generosity, Audacity, Ingenuity, Passion. Monte-Carlo Société des Bains de Mer strives daily to embody the immortal words of François Blanc, its founder: "here, we must give the dream ..."

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