

PRESS RELEASE

DR. AMINA AL RUSTAMANI NAMED ADVERTISING PERSON OF THE YEAR BY DUBAI LYNX

8 February 2015 – The Dubai Lynx International Festival of Creativity has announced that it will honour Dr. Amina Al Rustamani, Group Chief Executive Officer of TECOM Investments, as Advertising Person of the Year at the upcoming Dubai Lynx awards. Dr. Amina is widely recognised as one of the Arab world's most influential business people.

"Each year we present this award to an individual who has made significant contributions to advancing the reputation and profile of the communications industry in the MENA region," said Terry Savage, Chairman of Lions Festivals, "We are delighted that this year, Dr Amina has accepted this prestigious accolade. She is a leading voice on Dubai's media and communications landscape, a driving force behind the development of Dubai's free-zone strategy and the Emirate's innovation strategy, making her a worthy recipient of this award."

Dr. Amina joined TECOM in 2001 as a project engineer for Samacom and quickly moved up through the ranks, taking control of Dubai Media City, Dubai Studio City and International Media Production Zone as the Executive Director of media for TECOM Investments, and then CEO of TECOM Business Parks. Dr Amina played a major role in driving the Dubai's leadership's vision of developing the Emirate into a knowledge-based economy, and was incremental in the development of TECOM's vibrant business communities. In her current role as Group CEO, Dr. Amina plays a key role in the ongoing growth and development of TECOM Investments, including its new flagship project Dubai Design District (d3), and in driving forward the organisations new innovation strategy.

Dr Amina is also a Board Member for Dubai Media Incorporated (DMI), which was established in 2003 to streamline the Emirate's media industry and promote creativity and innovation, and the National Media Council (NMC), an industry body created in 2006 to regulate the UAE's media sector. Dr Amina has played a major role in the development of innovative media initiatives such as People Meter, a project designed to create a deep understanding of UAE TV viewership and

ensure a strategic approach across film and TV production, as well as the Digital Video Broadcasting on Handhelds (DVB-H) initiative.

"I would like to thank Dubai Lynx for giving me this prestigious award, which I am extremely proud to receive. Since the creation of Dubai Internet City in 2000 and Dubai Media City in 2001, TECOM Investments has grown to become an internationally-renowned developer of thriving business communities, home to some of the world's leading companies as well as start-ups and entrepreneurs, and has championed innovation and creativity across all industries right from the start. This award is testament to the tremendous journey that we have been on over the past decade, and in line with the Dubai Government's innovation strategy, we will continue to promote innovation and creativity across all of our business communities and hope to play a major role in Dubai's transition into a global innovation economy."

The award will be presented to Dr. Amina during the Dubai Lynx Awards Ceremony on 11 March 2015. Dubai Lynx is the Festival and awards for MENA's creative communications industry, providing a platform for learning, networking and inspiration while setting creative precedents and benchmarks for the region.

Registration to the Festival and awards is currently open. Further information on how to be a part of it can be found at www.dubailynx.com.