

**OVER 1,200 SCHOOL BAGS DISTRIBUTED TO UAE CHILDREN IN NEED  
THROUGH CHALHOUB GROUP'S GIFT OF GIVING CAMPAIGN**

Dubai, 1 November 2009 – Chalhoub IMPACT, the Corporate Social Responsibility Program of the Chalhoub Group, marked the end of its 2009 'Gift of Giving' campaign with a special event at Bilal Bin Rabah Centre in Dubai, during which Chalhoub Group employees distributed school bags to over 400 children. In total, the Chalhoub Group gathered over 1,200 school bags with supplies to offer to underprivileged children, in partnership with the UAE Red Crescent.

*"We are delighted by the enthusiasm our employees showed for our second edition of the 'Gift of Giving' campaign, in partnership with the UAE Red Crescent. Promoting education for young children in the region is a key focus of our CSR program, Chalhoub IMPACT, and we hope that our event will bring smiles to these children,"* commented Patrick Chalhoub, Joint CEO of the Chalhoub Group.

The 'Gift of Giving' campaign, by which Chalhoub Group employees contribute school supplies for children in need, started during Ramadan this year, and collected 2,681 care packs from across the region.

The end of the campaign was celebrated on Thursday in the UAE with a dedicated 'kids party'. More than 400 children received school bags and supplies as well as enjoyed a fun day filled with games and activities.

*"This is the second year the Chalhoub Group has contributed to the school bag program, which is growing every year. We are very pleased that we can offer these to the children of the Bilal Bin Rabah school, and to continually partner with companies like the Chalhoub Group"* added Mr Zarooni, Manager of the UAE Red Crescent Society.



### About Chalhoub Group

The Chalhoub Group is a leading retail, distribution and marketing powerhouse for renowned brands in the beauty, fashion and gift sectors. A regional group, based in Dubai with development platforms and external consulting services in Kuwait, Saudi Arabia, Egypt, Qatar, Bahrain, Lebanon and Syria, the Chalhoub Group represents some of the finest international brands in the region. Today, with coverage in 14 countries and expansion to neighbouring territories, as well as a portfolio of more than 280 luxury brands and the management of over 350 retail outlets - an appreciation of quality, excellence and luxury are the cornerstones of the Chalhoub Group. For more information, please visit <http://www.chalhoub-group.com>

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