

CHALHOUB GROUP SUPPORTS START'S "ART IS MAGIC" FESTIVAL FOR ORPHANED CHILDREN

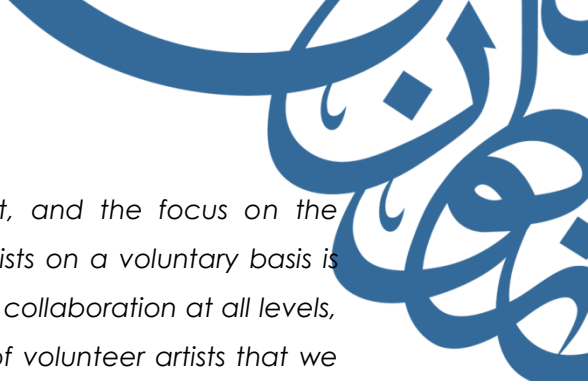
Dubai, 7 December 2009 – Chalhoub IMPACT, the Corporate Social Responsibility Program of the Chalhoub Group, is pleased to sponsor "Art is Magic", a 7-day festival of creative activities organized by START for 150 children of SOS Villages in Bethlehem, at the end of December.

"In the spirit of the festive season, we are delighted to support START in offering a week of art activities to the children from SOS Villages in Bethlehem. As a group we are committed to promoting art and culture within the region, and what better way to plant the seeds of creativity amongst youth, than offering these children an experience of diverse artistic expressions whilst celebrating a magical season" commented Patrick Chalhoub, Joint CEO of the Chalhoub Group.

The Chalhoub Group's commitment to art lies in the belief that art transcends all boundaries and is therefore a perfect medium for bringing together cultures, minds and people. The group contributes to the region's evolving cultural fabric by facilitating the exchange of creative talent, supporting various art and cultural festivals, events and spaces.

"Art is Magic", celebrates the talent of children aged 8-15 who are living as orphans in Palestine and rarely have exposure to the arts. START will specifically be inviting painters, sculptors, film-makers, designers and photographers to offer workshops to the children, allowing them to explore different artistic methods and ideas during the Festival.

"START enables vulnerable children in the region's refugee camps and orphanages, to express their hopes and imagination through art classes. With START, children are making their own art, developing friendships and learning new skills. Chalhoub IMPACT are an inspiring example of a CSR team reaching out to children needing opportunities to change their lives", commented Sonia Brewin, Director of START.



"We are very pleased to work with START on this project, and the focus on the exchange and sharing of creative talent by professional artists on a voluntary basis is indeed what we aim to promote as a group. It is this spirit of collaboration at all levels, which includes START, SOS Villages and the diverse profiles of volunteer artists that we aim to foster as part of corporate social responsibility", added Patrick Chalhoub.

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>

About START

START is a non-profit programme for the MENASA region which has one of the fastest growing refugee populations and a large number of children placed in orphanages. Children identified as in need of creative opportunities and the happiness that these activities bring are the recipients of START's projects. Since its launch in 2007 START has reached over 2,000 children with art classes across Lebanon, Jordan and UAE. START's start-up funding was received through donations from the founders Art Dubai and Al Madad Foundation. www.startworld.org

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