

WHITE BEACH AT ATLANTIS, THE PALM JOINS THE GLOBAL RANKS OF WORLD-CLASS ENTERTAINMENT EXPERIENCES BY PARTNERING WITH FELLOW EVENT POWERHOUSE THE NIGHT LEAGUE TO BRING PALMARAMA TO DUBAI

Introducing Dubai's first winter event residency, WHITE Beach is set to make waves this season with exclusive performances by the world's biggest DJ's

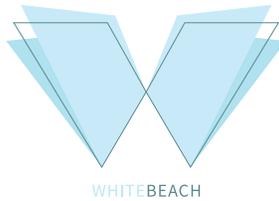
Featuring in A-Z order: Andrea Oliva, ARTBAT, Bedouin, Black Coffee, Damian Lazarus, Jamie Jones, Joseph Capriati, Maceo Plex, Nicole Moudaber, Tale of Us and more

DUBAI, United Arab Emirates – A blockbuster event partnership is announced today, combining Ibiza powerhouse, The Night League, the team behind world-renown venues Ushuaïa and Hï Ibiza, and Dubai's leading beach club WHITE Beach. In a first of its kind entertainment deal, the city will welcome its debut winter event residency presenting performances by an unbeatable lineup of the world's biggest DJ's.

Following a successful first season at Ushuaia Ibiza, Palmarama will take over the luxurious beach club fusing organic elements and nature with the biggest names in house and techno music including the likes of Andrea Oliva, ARTBAT, Bedouin, Black Coffee, Damian Lazarus, Jamie Jones, Joseph Capriati, Maceo Plex, Nicole Moudaber, Tale of Us and more, elevating WHITE Beach and Dubai into the global ranks of clubbing capitals.

Kicking off on Friday 22nd October with a headline set by Damian Lazarus, Palmarama will bring a taste of the world-famous eternal party island to the shores of Dubai. Designed as a Mediterranean oasis filled with luscious trees and greenery, fire breathers, contortionists, and dancers' fuse with the sounds of the biggest names in the business to deliver a truly out of this world experience.

Starting at 8am-10am with SUP paddle boarding in the venue's chic infinity pool, eventgoers can move through a day of unrivalled entertainment, including live DJ sets from noon and warm-up sessions from



4:00pm with local big hitters including Frederick Stone. At 9:00pm, one of the most respected exponents, tastemakers and pathfinders of the contemporary house and techno scene, Damian Lazarus takes the stage, with the electro clash sorcerer's set certain to bring the house down.

The second legendary name in the Palmarama line up is world-renowned DJ and producer Jamie Jones, who will take to the stage on Friday 29th October, with a set to energize and enchant the dance floor. A globally respected and highly accomplished artist, label boss at the seminal Hot Creations, founder and curator of the worldwide Paradise event series and member of cross-genre band Hot Natured, Jamie Jones has achieved iconic status in the electronic music world.

Taking inspiration from Palmarama Ibiza, and in line with current government guidelines, guests are invited to purchase a seated or standing table with an extensive selection of food and beverages available to enjoy tableside. Table minimum spend starts from AED 2,000. To book, please call 054 582 2778. General tickets or bar service will not be available. To stay tuned for more Palmarama lineup announcements, check us out on social media @whitebeach @thenightleague.

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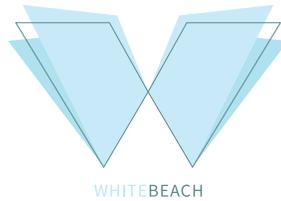
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For further information about Atlantis please call +971 4 426 1000, or visit www.atlantis.com/dubai. Both low and high resolution colour photography of Atlantis is available at media.atlantisthepalm.com

Follow WHITE Beach on Social Media

Instagram: @whitebeach

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About The Night League

Founded in 2001 by events entrepreneur Yann Pissenem, The Night League is a 360 music and entertainment company, dedicated to every facet of event and venue management. For almost two decades, they have created and delivered world-class music experiences through our globally-renowned in-house brands Ushuaïa Ibiza, Hi Ibiza, ANTS and Children of the 80's, as well as collaborating with the world's most influential artists, festivals and events to create bespoke, pioneering concepts. From event producers and venue operators, to booking managers, artist management, marketing and design teams, TNL consistently goes beyond expectations, fusing music and art to deliver profound experiences that invigorate audiences around the world.

About WHITE Beach

Located on the sandy shores of Atlantis, The Palm, WHITE Beach is Dubai's newest and most stylish beach club. A dreamy slice of paradise with an in-tune-with-nature ambience, WHITE Beach exudes a rustic simplicity infused with a dose of glamour courtesy of a glittering infinity pool, complete with floating beds and uninterrupted views of the Palm Island and city skyline. Fast becoming one of the cities' most Instagrammed locations, this is barefoot sophistication at its finest, offering graceful glamour, great food and good times – topped off with different award-winning entertainment every week. Never has there been a more enticing venue for the day to blend into the night as the feel-good vibe is turned up a notch as the stars begin to light up the sky.

About Atlantis, The Palm, Dubai

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Atlantis, The Palm is the first entertainment resort destination in the region and located at the centre of the crescent of The Palm in Dubai. Opened in September 2008, the unique ocean-themed resort features a variety of marine and entertainment attractions, as well as 17 hectares of waterpark amusement at Atlantis Aquaventure, all within a 46-hectare site. It is home to one of the largest open-air marine habitats in the world, with more than 65,000 marine animals in lagoons and displays including The Lost Chambers Aquarium, a maze of underwater corridors and passageways providing a journey through ancient Atlantis. Atlantis Aquaventure waterpark features 18 million litres of fresh water used to power thrilling waterslides, a 2.3-kilometre river ride with tidal waves and pools, water rapids and white-water chargers. Dolphin Bay, the unparalleled dolphin conservation and education habitat, and Sea Lion Point were created to provide guests a once in a lifetime opportunity to learn more about one of nature's most friendly mammals. The resort boasts an impressive collection of luxury boutiques and shops as well as extensive meeting and convention facilities. Atlantis, The Palm is also known as the culinary destination in the region where guests can take their pick from a collection of 29 world-renowned restaurants including Bread Street Kitchen & Bar, Hakkasan, Nobu, Ronda Locatelli, Seafire Steakhouse & Bar, and award-winning underwater restaurant, Ossiano. The nightlife scene at Atlantis is lively, too, with the fun-filled Wavehouse offering something for everyone, and WHITE Beach & Restaurant the perfect place to unwind with a drink as the sun slips into the Arabian Sea.

About Addmind

Addmind is a privately owned and run hospitality group with a growing portfolio of establishments of restaurants, bars, lounges, beach and night clubs. Addmind was born in 2001 with the opening of its first bar in Downtown Beirut and has since grown into what it is today. The company is still led by Tony Habre, whose determination and hands-on approach has led Addmind to its current position as a pioneer within the Middle Eastern hospitality industry, growing the ever-expanding portfolio to over 22 venues, including star brands: WHITE, IRIS & CLAP