

WHITE BEACH RETURNS WITH A SLEEK RENOVATION, INCLUDING A STUNNING SECOND POOL AND NEW LUXURY CABANAS EACH WITH A PRIVATE PLUNGE AREA

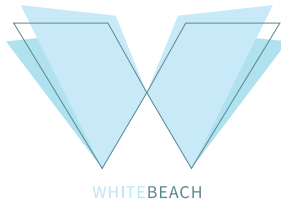
Just in time for the winter season, Dubai's hottest beach club is back in action with a stylish new setting perfect for blending the day into night

DUBAI, United Arab Emirates – The award-winning WHITE Beach club will reopen its doors at Atlantis, The Palm on 22nd October, now double in size with a refreshed look that will perfectly transition guests from day into night. The renovation includes a second pool in a unique diamond-esque shape, expanding the amount of the popular front row sunbeds, with more than 300m of poolside and ocean views. An additional six luxury cabanas have also been added, featuring private plunge pools and a secluded lounging space, with two of these designed for large group bookings – able to accommodate up to 20 people in one cabana (with the option to extend to neighbouring cabanas).

Including the new luxury cabanas, WHITE Beach now features 10 cabanas in total, each one strategically placed to while away a day in the sun. For those guests who prefer the sand, there are also extra day beds located along the beachfront and six flying beds placed oceanside at both pools for that perfect feeling of floating on water. In addition, the extension includes a stylish new DJ space, the ultimate spot to catch sets from A-list artists coming later this year. Now with two Instagram-worthy pools to choose from, a reimagined seasonal food and cocktail menu, and a thrilling lineup of events to be announced soon, there are more reasons than ever to catch some rays at Dubai's hottest beach club.

The restaurant at WHITE Beach is also back with out-of-this-world dining and an all new sandy shisha terrace, ideal for the upcoming winter evenings. Guests can look forward to Chef Ibrahim's Mediterranean-inspired menu with fan favourites including arancini, crispy eggplant mille feuille, sautéed gambas tava, and grilled Spanish octopus. WHITE Beach is also home to a comprehensive cocktail menu including signatures such as Yellow Diamond, Zakuro and Costa del Razz.

The reopening of WHITE Beach marks the return of resident-favourite Daysies Ladies Day, taking place every Tuesday, now with the option to make advanced bookings for the day. Offering the perfect mid-



week indulgence, ladies are invited to sink into their sun loungers and relax beachside or by the glittering azure blue infinity pools at Dubai's coolest and classiest Ladies Day. For AED 200, ladies can enjoy free-flowing drinks and 50 per cent off a specially curated menu. Gents are welcome too, with AED 100 of the AED 300 entry fee redeemable on food and beverage.

After the introduction of Palmarama last year, WHITE Beach will continue to dominate the entertainment scene with a lineup of A-list talent performing over the coming months, and an all new Saturday Sanctuary event set to launch in the coming weeks that will play host to talent from around the world. Stay tuned for more exciting details soon.

WHITE Beach

- Open 10am-8pm daily
- Adults 21+
- Entry AED 250 weekdays: Including AED 100 F&B credit
- Entry AED 300 weekends: Including AED 100 F&B credit
- Lounge tables starting from AED 250
- Second row sunbeds starting from AED 600
- Front row sunbeds starting from AED 1,000
- Sky beds starting from AED 1,000
- Infinity day beds starting from AED 1,000
- Palm day beds starting from AED 1,000
- Ocean Front cabanas starting from AED 3,500
- Panoramic Pool cabanas starting from AED 5,000
- Pool Island cabana starting from AED 7,000

To find out more about WHITE Beach or to make reservations, log onto <https://www.atlantis.com/dubai/entertainment/white-beach-club> or call +971 4 426 0700. Alternatively, check us out on social media @whitebeach

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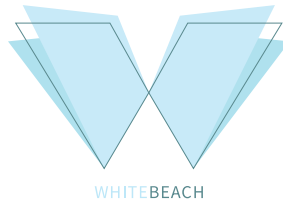
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For further information about Atlantis please call +971 4 426 1000 or visit www.atlantis.com/dubai. Both low and high resolution colour photography of Atlantis is available at media.atlantisthepalm.com

Follow WHITE Beach on Social Media

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About WHITE Beach

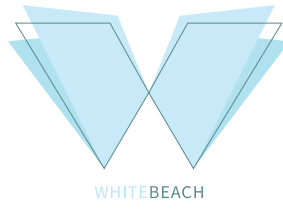
Located on the sandy shores of Atlantis, The Palm, WHITE Beach is Dubai's most stylish beach club. A dreamy slice of paradise with an in-tune-with-nature ambience, WHITE Beach exudes a rustic simplicity infused with a dose of glamour courtesy of a glittering infinity pool, complete with floating beds and uninterrupted views of the Palm Island and city skyline. As one of the city's 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. Offering poolside snacks, signature dishes and unique culinary creations from the Mediterranean and beyond, the restaurant at WHITE Beach is an ideal spot for a romantic dinner or a spirited catch up with a group of friends. Chef Ibrahim Ata's legendary signature dishes include the yellowfin tuna tartare with creamy avocado and spicy salmon or lobster tacos. 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

Located at the centre of the crescent of The Palm in Dubai, Atlantis, The Palm is the first entertainment resort destination in the region. Opened in September 2008, the unique ocean-themed resort features a variety of marine and entertainment attractions, as well as 22 hectares of waterpark amusement at Atlantis Aquaventure, all within a 46-hectare site. It is home to one of the biggest waterparks in the world and one of the largest open-air marine habitats, 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. Aquaventure Waterpark features 23.5 million litres of fresh water used to power 105 thrilling waterslides and attractions, including several world record-breaking slides, and two river rides featuring 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 with a once in a lifetime opportunity to learn more about some 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 35 world-renowned restaurants including the one Michelin star rated Hakkasan and Ossiano, as well as celebrity chef outposts Bread Street Kitchen & Bar by Gordon Ramsay and Nobu. Atlantis is also home to a buzzing nightlife scene with entertainment destination Wavehouse offering something for everyone, while WHITE Beach is 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.