

ATLANTIS, THE PALM JOINS FORCES WITH ADDMIND TO LAUNCH WHITE BEACH
Opening in November 2019 at the iconic entertainment resort, Dubai's award-winning brand WHITE Dubai will launch its second venue in the city with WHITE Beach

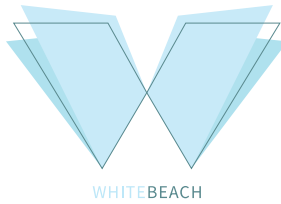
Atlantis, The Palm and leading hospitality powerhouse Addmind have joined forces to bring the second WHITE venue to the city, with the launch of the hottest new beach club destination WHITE Beach. Located on the shores of the iconic entertainment resort, this new hotspot will launch in November 2019.

Boasting majestic and uninterrupted views of Dubai, WHITE Beach will encompass multiple beach areas, a live event space, a restaurant with an open-air terrace as well as a shore-side infinity pool. The venue will offer a day to night experience, creating an escape from the traditional and expected. Be it the location for a chilled gathering with friends or an evening of high-energy hedonism, WHITE Beach will offer laidback lounging set to an eclectic soulful soundtrack, setting a new standard of service and entertainment within Dubai and beyond.

By day, WHITE Beach will be a dreamy slice of paradise with an in-tune-with-nature ambience. Exuding rustic simplicity and luxury, guests can take in the Mediterranean design mixed with rural charm as they relax on day beds by the pool or underneath a beach-side pergola. A stylish Mediterranean restaurant will overlook the beach via an open-air terrace, thoughtfully furnished with large, communal tables, offering a simple yet refined menu.

By night, WHITE Beach will host a collective of international and local artists at weekly events and sunset sessions. A resident DJ will also soundtrack the sunset every day with relaxed and vibrant sounds.

Tony Habre, Founder and CEO of Addmind Hospitality comments *"We are delighted by the local and international recognition that WHITE has acquired in the past decade. To see this brand now join forces with one of the world's most important business and leisure destinations, is nothing short of promising for the strategic development of WHITE into a global lifestyle brand."*



Timothy Kelly, Executive Vice President and Managing Director, Atlantis Resorts and Residences comments *“We are proud to add yet another unique and special venue to our ever-evolving resort. We are excited about our partnership with Addmind and leveraging their success as the leading nightlife operator in the region. This adds another dimension to our expanding entertainment experiences at our resort with Wavehouse, Aquaventure and celebrity chef restaurants. Our objective is to continue to break boundaries in the culinary and entertainment realm globally, as we progress with the launch of The Royal Atlantis Resort & Residences in Q3, 2020”.*

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MEDIA INQUIRIES

Rebecca Hall

Director, Public Relations, Atlantis, The Palm
Mobile: (+971) 551100153
Email: rebecca.hall@atlantisthepalm.com

Romy Habre

Director, PR & Marketing, Add Mind
Mobile: (+971) 4 452 9902
Email: romy.habre@addmind.com

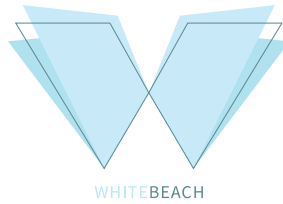
For further information about Atlantis please call +971 4 426 1000, or visit atlantisthepalm.com. Both low and high resolution colour photography of Atlantis is available at media.atlantisthepalm.com

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About Atlantis, The Palm, Dubai

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 waterscape amusement at Aquaventure Waterpark, all within a 46-hectare site. It is home to one of the largest open-air marine habitats in the world, with over 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 features 18 million litres of fresh water used to power thrilling waterslides, a 2.3-kilometer 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. Atlantis, The Palm is also known as *the* culinary destination in the region with a collection of world-renowned restaurants including



Bread Street Kitchen & Bar, Nobu and Ronda Locatelli. The resort boasts an impressive collection of luxury boutiques and shops as well as extensive meeting and convention facilities.

About WHITE

WHITE has made nightlife history in Dubai as the first high-tech outdoor rooftop. Now in its 6th year, WHITE has gained international recognition by being the first nightclub in the region to have been voted 16th in DJ Mag's Top 100 Clubs. Located at Meydan Racecourse Grandstand, WHITE Dubai is the ultimate go-to party destination offering club goers a night full of energy, thumping music and an overall feel-good vibe. Since opening in 2013, WHITE Dubai has become one of the most innovative, influential and ground-breaking clubbing experiences not only in the Middle East, but also in the world.

With an international lineup, WHITE became a clubbing institution in Beirut.

In 2013, WHITE Dubai saw the light, making nightlife history as the first high-tech outdoor rooftop in the city. Now in its 6th year, WHITE has gained international recognition by being the first nightclub in the region to have been voted 16th in DJ Mag's Top 100 Clubs. Since its opening, WHITE Dubai has become one of the most innovative and influential clubbing experiences not only in the Middle East, but also in the world as its parties got exported internationally.

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.