



PRESS RELEASE, 17-03-08

# ego successfully expands its operations in the uae

**FOLLOWING SEVERAL SUCCESSFUL INTRODUCTIONS IN EUROPE AND THE STATES, EGO LIFESTYLE EXPANDED OPERATIONS IN THE UNITED ARAB EMIRATES.**

ON MARCH 10TH 2008, EGO LIFESTYLE OFFICIALLY LAUNCHED THE EGO BRAND IN THE UNITED ARAB EMIRATES. FOLLOWING A LINE OF SUCCESSFUL INTRODUCTIONS IN EUROPE AND THE USA, EGO LAUNCHED THE BRAND WITH AN INFORMAL PRESS EVENT. THE EVENT ORGANISED IN ALMAZ BY MOMO LONDON FEATURED A GLIMPSE OF THE HISTORY OF THE EGO BRAND, A FASHION SHOW AND TASTE OF THE GOOD LIFE WITH FINE FINGERFOOD AND DRINKS. THE EVENT MARKED THE BEGINNING OF THE ROLL OUT OF EGO IN THE GULF REGION. WITH PRESENCE IN THREE SHOPS OF TANAGRA (MALL OF THE EMIRATES, WAFI AND MARINA MALL) IN THE UNITED ARAB EMIRATES AT THE TIME OF THE EVENT AND SCHEDULED INTRODUCTION IN QATAR (END OF MARCH) AND BAHREIN AS WELL AS SCHEDULED INTRODUCTION IN KUWAIT AND SAUDI ARABIA IN SUMMER, EGO IS BUILDING A STRONG NETWORK OF AVAILABILITY IN THE REGION.