




United Real Estate Company wins MEED Quality Award for Salah Gardens Mall Residences

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URC's Executive Vice President, Renimah Ali Al Mattar

(MENAFN Press) United Real Estate Company (URC), the leading real estate developer in the MENA region announced today that one of its retail projects, Salah Gardens Mall and Residences (SGM/SGR), in Oman is the National Winner of MEED's "Leisure & Tourism Project of the Year" as part of the 2014 MEED Quality Awards

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With assets over US 1.67 billion as of December 2013, URC has proven to be a market leader in the MENA

region through a track record of properties set in prime locations. The MEED Quality Awards Projects recognize companies at the forefront of the industry who introduce projects and add value to communities, both on a social and

economic level. Salah Gardens Mall and Residences was selected as the "Leisure & Tourism Project of the Year" for Oman by a panel of judges who rated projects based on economic, social and environmental impacts, engineering and design challenges as well as design methodology and innovative techniques.

Commenting on the award win, URC's Executive Vice President, Renimah Ali Al Mattar said, "It brings us great pleasure to announce that Salah Gardens Mall and Residences has been selected as "Leisure & Tourism Project of the Year" for Oman by a reputable and regional organization such as MEED. We as developers have a new role to fill, which is to ensure that our commercial projects contribute to the economic and social development of the city. URC had to overcome various challenges with respect to sourcing contractors and materials readily available in order to introduce a project of this standard for the first time in Salah, Oman."

Completed in Q2 2013, SGM embraces traditional Omani architectural design with a large landscaped courtyard and integrates modern interior and finishings. The mall has a total built-up area of 86,074 sqm and introduces a wide variety of shopping, dining and entertainment options such as the first modern cinema complex in Salah, and an indoor arcade and play area. The mall also features a designated souq area for traditional Omani handicrafts and a hospitality component, Salah Gardens Residences (SGR), comprised of one, two, and three bedroom hotel apartments.

For the 4th consecutive year, the MEED Quality Awards have become the premier platform within the construction industry to recognize outstanding real estate projects across the GCC. The program recognizes, celebrates and rewards the project owners and key project teams who completed the highest quality projects in the GCC region between January 2012 and December 2013