

EDITOR'S *comments*

Dear Reader,

It's just been a month since we last brought you the Royal Group newsletter and already there's so much to share.

Hydra has awarded the contract for construction of its Hydra Towers and work on the project is already under way. The developer also dedicated its stand at Cityscape to its customers. Read all about Hydra's Customer Zone as well as Tamouh's successful participation in the world's largest real estate development and investment show.

Reem Finance has joined hands with Hydra Properties to offer mortgages to those buying property in Hydra Village Abu Dhabi. Details on the new offering are included.

On a lighter note, CineRoyal, Royal Group's new cinemas offer a heartfelt thank you to all those who helped with its pre-opening surveys.

We leave you to read further about the goings-on at Royal Group and look forward to bringing you more news next month.

Happy reading!

multiply Marketing Consultancy Services

Curtains up!



As CineRoyal gears up for its official launch, in October it held two free test screenings - one for the Multiply team and the other for members of Royal Group. The screenings were designed to glean feedback from potential moviegoers and customers on different aspects of the CineRoyal experience, from theatre design to customer service, concession fare, comfort, sound and image quality. Multiply Marketing Consultancy developed the questionnaire used to determine customers' opinions, tastes and preferences. Responses were evaluated and tallied and presented to CineRoyal for their consideration.

CineRoyal would like to thank all members of Multiply and RoyalGroup who participated in the test screenings and surveys for their feedback and support in making the two screenings successful.

Tamouh

Tamouh took part in Cityscape Dubai 2009, calling on all those who'd purchased property at Marina Square to visit the booth and register their apartments. The aim of the exercise was to familiarise those who'd bought property with the the handover process as well as to create an up-to-date record of owners of property in the development. As always, the show was a resounding success for Tamouh, further reinforcing its position in the UAE's real estate development market.



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- 7 things to know about Windows 7

HYDRA PROPERTIES' 'customer zone' offered new financing options at **Cityscape Dubai**

Hydra Properties devoted its entire stand at Cityscape Dubai 2009 to a 'customer zone' in which investors in the company's many developments received updates on construction of their properties, finalised paperwork and learned about financing options.

The 390m² stand contained meeting rooms and areas so that investors could meet with Hydra's customer service representatives, as well as mortgage finance providers, in private. The company announced new financing options for its properties at Cityscape, in addition to those already available.

Hydra Properties also used Cityscape Dubai as the opportunity to publish a new customer magazine, providing construction updates on all its projects. The magazine will highlight the strong progress made at the company's sites, particularly its landmark Hydra Village project located on the Dubai-Abu Dhabi highway.

Ten customer service representatives were on hand at the stand to meet with investors, as well as representatives from Hydra's partner financial institutions.

Hydra Properties is the master-planner and developer behind projects in Abu Dhabi and Dubai that include Hydra Village Abu Dhabi, Hydra Avenue, Hydra 55 Towers, Golf Walk, Hydra Corporate Towers, Hydra Executive Towers, Marina Spirit, Downtown Tower, Hydra Towers and Eves Tower.



Reem Finance Sharia compliant mortgages for properties by **Hydra**

Earlier this month, Reem Finance and Hydra Properties announced a cooperation agreement which sees Reem Finance extending its Islamic mortgage finance to all properties within the Hydra Village development. The announcement was followed up with a comprehensive showcase of mortgages available to potential home-buyers as well as existing investors at the Hydra stand at Cityscape Dubai 2009.

The mortgages offered by Reem Finance for Hydra Village are entirely Sharia compliant and offer eligible applicants up to 80 per cent finance for anything from 7 years up to 15 years, and a debt service ratio of 60 per cent. Interest rates are competitive and will depend on the mortgage specifics. While the minimum loan amount is AED 250,000, Reem is committed to financing all properties within the Hydra Village development.

The minimum monthly salary required to be eligible for a mortgage from Reem Finance is AED 15,000 and applicants need to provide, in addition to proof of booked property, six months' original or verified bank statements, passport and residency visa for expatriates, an employment certificate and full details of existing liabilities.

Nicholas Lehman, Chief Executive Officer of Reem Finance expressed his support for the Hydra Village development and its investors, saying, "We are committed to supporting Hydra's clients and their financing needs for this high quality master planned community. Our mortgages are competitively priced and offer many features and benefits we know clients look for."

Mr Ali Bin Sulayem, Chief Executive Officer of Hydra Properties, said: "We are truly delighted to be able to introduce our Hydra Village clients to Reem Finance, which provides valued support as the development progresses towards completion."

HYDRA TOWERS to be constructed by Kele Contracting

On October 7, 2009, Hydra Properties announced the selection of Kele Contracting LLC as its lead construction contractor for Hydra Towers, a series of five uniquely-shaped high-rise buildings in Business Bay, Dubai.

Kele Contracting, which have worked with Hydra Properties on pre-tender construction and planning, has already commenced work on site. All enabling work, including shoring, piling and excavation activities, has been completed and the sub-structure works are now on-going. Work is on schedule for the planned completion date of the end of 2011 for the towers.

Hydra Towers consists of five high-rise buildings, of between 20 and 36 floors, at a strategic location in Business Bay. The wholly freehold commercial complex offers views of the bay, harbour projects and the Arabian Gulf. One of the towers is dedicated wholly for businesses owned and operated by women.

Commenting on the alliance, Ali Bin Sulayem, Chief Executive of Hydra Properties, said, "Kele Contracting is a well-respected company, which shares our focus on on-time delivery for our customers."

Andrew Elias, Chief Executive Officer of Kele Contracting, was clearly delighted to have won the project, saying, "We are delighted to have been awarded this prestigious contract. Hydra Towers has a unique architectural design and we feel privileged to be able to add it to our portfolio of projects. We are now well into the execution phase and on track for completion."

Kele Contracting LLC is a Dubai-based company established in partnership with Enshaa PSC and the Australian affiliate Kele International Holdings. It has an order book of contracts worth more than AED 2.5 billion, all of which started in 2009 and all of which are currently under construction.

Seven things to know about Windows 7 (CNN)

After the disaster that Vista eventually turned out to be, Microsoft has finally released a new operating system that people seem excited about.

Windows 7 promises a smoother user experience, multi-touchscreen capability and more seamless networking with other computers. Early reviews have been good.

"We think it's a far superior product to the previous Microsoft operating systems," says Vishal Dhar, co-founder of iYogi, a tech services company. "It's got a more intuitive interface."

Great. But is it right for you? Which version of the software best fits your needs? And are there tricks to installing Windows 7 and navigating its new features?

We anticipate seven of the most common questions about Windows 7 and offer some advice.

Will my aging computer run Windows 7?

Maybe. If your PC can run the much-maligned Windows Vista, it can probably run Windows 7. Check your computer's specs. To install Windows 7, you'll need at least 1 GHz or faster 32-bit (x86) processor, plus at least 2 GB of RAM and at least 16 GB of available hard disk space.

Yes, that sounds like a foreign language to most people. If you're not sure what all that means, try downloading a free Microsoft tool called a Windows 7 Upgrade Advisor, which will scan your PC, report any potential problems and offer ways to fix them.

Is upgrading to Windows 7 worth it?

That depends on your budget and how you use your computer. The software will cost you from \$120 to \$220, depending on which version you buy. If you're broke and you're happy with your Vista or Windows XP system, then there's no rush.

But keep in mind that Windows XP is an eight-year-old software, and that it will eventually stop running new applications. Newer operating systems also offer better security against hackers. You'll need to upgrade someday.

Depending on how old your computer is, you may be better off buying a new laptop or PC, preloaded with Windows 7, instead of trying to refresh your aging machine.

Which version of Windows 7 should I buy?

Most casual computer users will probably be satisfied with the Home Premium edition (\$119.99), which includes most of the basic features you'll need. That includes Home Group, which makes it easier to share music, video and documents -- a common printer, too -- between Windows 7-enabled computers in a home.

Small business owners and people who work from home may opt for the Professional edition (\$199.99), which supports all the Home Premium features while automatically backing up all your data to a networked hard drive.

If you guard corporate secrets or work for the CIA, you'll want the Ultimate edition (\$219.99). It comes with BitLocker encryption, which prevents thieves from accessing your files if your laptop is stolen.

How tricky is Windows 7 to install?

If you're upgrading from Vista, it's supposed to be a breeze: Insert the disc, and it does the rest. "It's the easiest upgrade I've ever seen," says J. Peter Bruzzese, who writes about tech for InfoWorld. "All of my settings carried over."

Upgrading from Windows XP is more complicated. Users will need to back up their files, format their hard drive, install Windows 7 and then reinstall browsers, reimport bookmarks and so on. Microsoft has a wizard called Easy Transfer that uses a USB cable to help you transfer files and settings.

It's not officially recommended, but Bruzzese says XP users also can install a borrowed copy of Vista, then upgrade easily from there to Windows 7.

What if I need help?

If you don't have a tech-savvy friend, nephew or neighbor, try Microsoft's online Windows 7 Solution Center, which will walk you through the installation process.

You may also want to consider hiring a tech-support service.

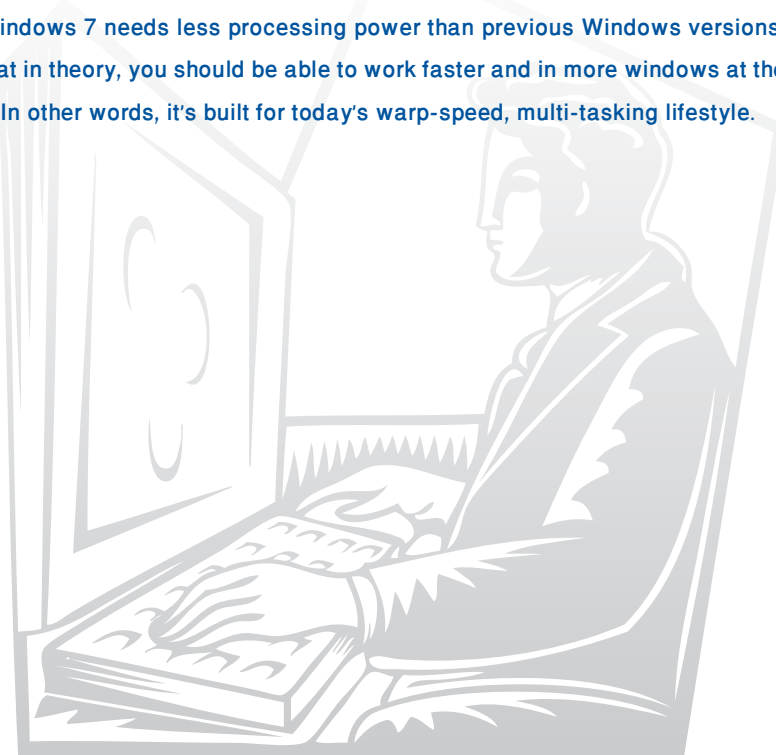
Will Windows 7 run my old XP programs?

Most likely. Heeding complaints about Vista's compatibility problems, Microsoft is introducing something called XP Mode, which creates a virtual, or "shadow" Windows XP operating system running inside Windows 7.

Once XP Mode is running, it fools your older apps into thinking they're on Windows XP. Here you'll find an XP start menu and all your familiar XP features -- all of which should work as they did before. XP Mode is only available in the higher-priced Professional and Ultimate editions, though.

Does Windows 7 have any cool new bells and whistles?

- Well, it's got trippier desktop wallpaper, for one. Microsoft has replaced much of its blandly pretty nature shots with colorful psychedelic images.
- A Library feature allows you to gather files -- documents, photos and video -- from different places on your computer and group them together in new folders by topic, such as "beach house," or "Grandpa Fred."
- A new feature called AeroPeek displays outlines of your open windows behind the window you're working in. A related feature, AeroSnap, allows you to move, shrink and enlarge windows on your screen so that you can see several at once.
- Finally, Windows 7 needs less processing power than previous Windows versions, meaning that in theory, you should be able to work faster and in more windows at the same time. In other words, it's built for today's warp-speed, multi-tasking lifestyle.



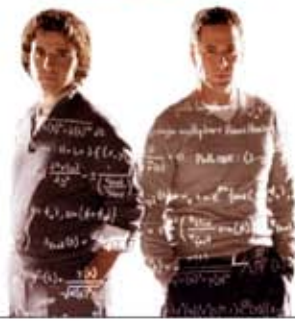
NOVEMBER 2009

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 UAE 22:00 Basic (Action Drama)	2 UAE 22:00 Heaven (Thriller)	3 UAE 22:00 Gangs of New York (Action Drama)	4 UAE 22:00 The Shipping News (Romantic Drama)	5 UAE 22:00 Birthday Girl (Drama)	6 UAE 22:00 Swordfish (Action)	7 UAE 22:00 Thirteen Days (Drama)
8 UAE 22:00 Half Past Dead (Action)	9 UAE 22:00 Session 9 (Horror)	10 UAE 22:00 Johnny 2.0 (Drama)	11 UAE 22:00 The Operator (Drama)	12 UAE 22:00 The Hours (Drama)	13 UAE 22:00 Full Frontal (Comedy Drama)	14 UAE 22:00 The Matrix Reloaded (Action Sci-Fi)
15 UAE 22:00 White Oleander (Drama)	16 UAE 22:00 Jeepers Creepers II (Horror)	17 UAE 22:00 Ice Breaker (Action)	18 UAE 22:00 Wild Flowers (Romantic Drama)	19 UAE 22:00 Equilibrium (Drama)	20 UAE 22:00 Maverick (Western Comedy)	21 UAE 22:00 The Matrix Revolution (Action Sci-Fi)
22 UAE 22:00 Frida (Drama)	23 UAE 22:00 Fear dot com (Horror)	24 UAE 22:00 Deadly Species (Adventure)	25 UAE 22:00 Pipe Dream (Romantic Comedy)	26 UAE 22:00 The Family Man (Drama)	27 UAE 22:00 Dumb & Dumber (Comedy)	28 UAE 22:00 The Perfect Storm (Adventure Drama)
29 UAE 22:00 Love & Action in Chicago (Action)	30 UAE 22:00 Crimes of Passion The Sleepwalker Killing (Thriller)	EVERY FRIDAY UAE 15:00				
BOLLYWOOD BLOCKBUSTERS						

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MOVIE GUIDE

NUMB3RS



In the Los Angeles office of the Federal Bureau of Investigation, Special Agent Don Eppes and his team investigate critical and baffling crimes with a special edge. That advantage is Don's brother, Charles Eppes, a brilliant universalist mathematician who uses the science of mathematics with its complex equations to ferret out the most tricky criminals.

Saturday - Thursday
UAE 20:00

"SCRUBS" focuses on the strange experiences of fresh-faced medical resident John "J.D." Dorian as he embarks on his healing career in a surreal hospital crammed full of unpredictable staffers and patients – where humor and tragedy can merge paths at any time.



Sunday - Thursday
UAE 21:00

[scrubs]

F.R.I.E.N.D.S



"FRIENDS" is an American situation comedy series revolving around a group of six friends in the area of Manhattan. Struggling to survive in the real world, they find the companionship, comfort and support they get from each other to be the perfect antidote to the pressures of life.

Sunday - Thursday
UAE 21:30

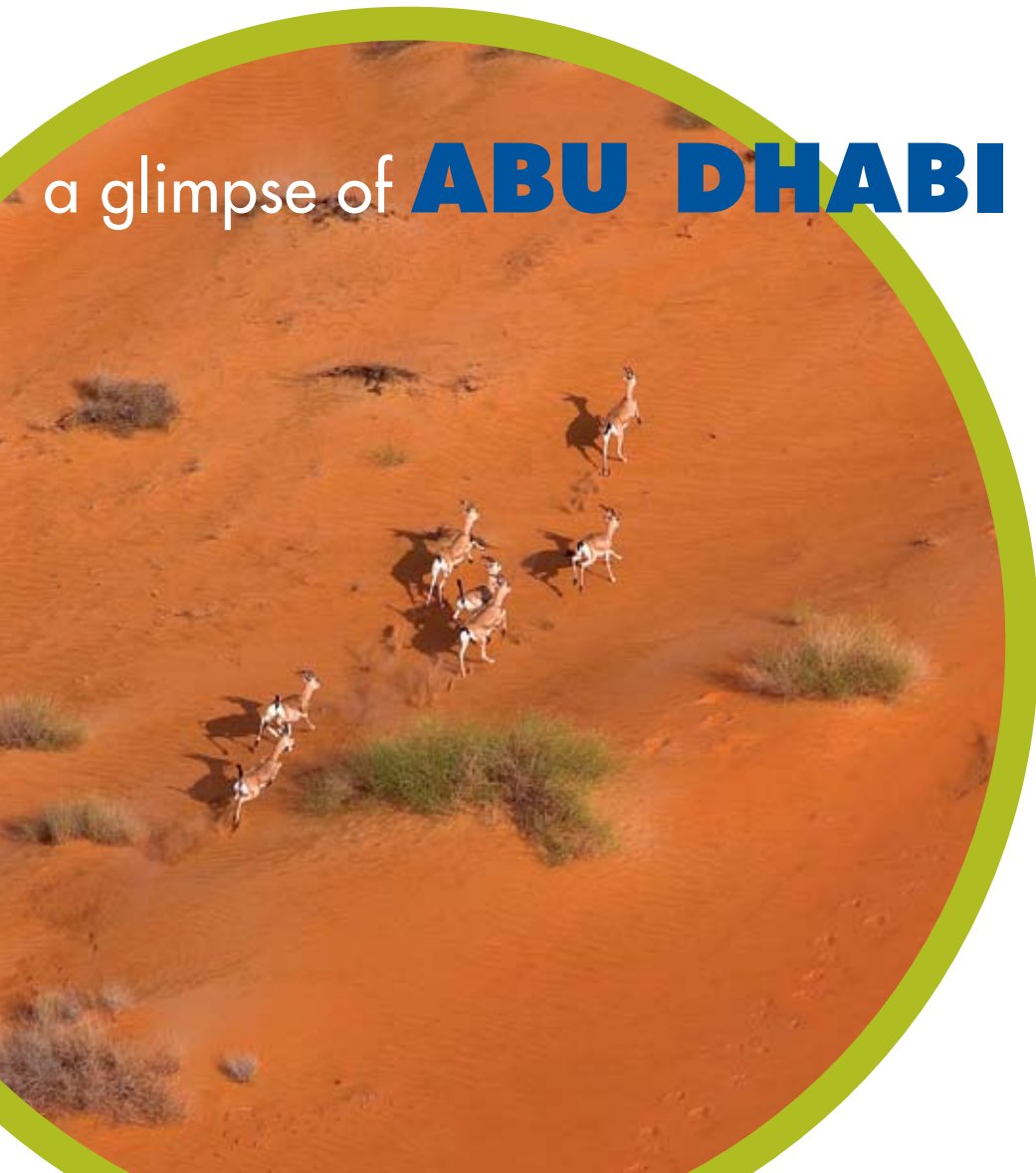


"30 Minutes" is a program about the stock markets of Abu Dhabi and Dubai. It covers the daily trades in both markets; the program also interviews investors, businessmen and financial analysts present in the market. The show also covers the latest news concerning the general assembly meetings.

Sunday - Thursday
UAE 13:30



a glimpse of **ABU DHABI**



Achieving **Success In Life** Is Easier Than You Might Think

Below are some tips that will help you focus on and foster the life you want.

1. Are you living your passion? Do you love what you are doing? If the answer is no, you need to devote most of your efforts to identifying what your passion is.
2. Be persistent until you succeed. Many people have great ideas and the vision to succeed; yet, they give up too soon when things go downhill. At times that things go slow or not as you expected, simply ask yourself what you can learn from the experience.
3. Learn and grow through the process. You cannot afford to stop learning on a daily basis. In today's market, in order to be successful, you need skills across all levels.
4. Master your emotions Getting angry, disappointed or fed up from time to time is only natural. Successful people feel this way, too. The difference lies in how successful people handle these emotions.
5. Become personal. Remember birthdays, important conversations and other events.
6. Do not focus only on the money - If you're focusing too much on numbers, then you will eventually fail - big time. Do things from your heart.
7. Delegate, Delegate, Delegate. No matter what your job is, you cannot do everything on your own. There are always ways of delegating some of your workload to others.
8. Respect time; do not waste it foolishly. In the world of business, time is money. Many people complain about not having enough time. If this is you, try focusing only on the activities and things that will provide you with value.
9. Share your services, knowledge and money where possible. Successful people understand the principle 'what goes around comes around'.