

## Press Release

### Madina A'Zarqa announces new Vice President of Sales & Marketing

**Muscat, Oman: 10 September 2008:** Blue City Company 1 (BCC1), the real estate development company tasked to deliver Phase 1 of Al Madina A'Zarqa, the most significant real estate infrastructure project in the Sultanate of Oman, has recently appointed Tammam Askari as its new Vice President of Sales & Marketing.

Within this role, Askari will oversee the sales strategy and marketing for the first phase of Al Madina A'Zarqa across the GCC and internationally. Askari joins BCC1 from Limitless where he was the Project Sales Director in the UAE. Prior to that he was the International Sales Manager at Tameer Real Estate.

Commenting on Askari's appointment, Richard Russell, MD & CEO of BCC1, said: "Tammam brings a wealth of experience to BCC1. With his broad knowledge and experience with sales and marketing in real estate, he will have much to contribute to the growth and success of Al Madina A'Zarqa."

"BCC1 is a distinct project and I joined the company because I am excited to be a part of something so pioneering. Oman is a special destination and a unique market and the Al Madina A'Zarqa project within it is comparable to no other project regionally or even globally. As a first move, we are planning to avail some fabulous villas very soon that will enthuse the market," said Mr. Askari.

Mr. Askari has over 19 years of expertise in sales in the Real Estate market including 9 years in Middle East and 10 Years in North America and maintains an impressive track



المدينة الزرقاء  
AL MADINA A'ZARQA



record as top sales performer with a strong understanding of the national and international distribution market.

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### **About Al Madina A'Zarqa**

Located on a natural peninsula 60 minutes from Muscat, Al Madina A'Zarqa (previously known as The Blue City) is a 32 square kilometre (12.36 square mile) waterfront city being built along 16 kilometres (9.95 miles) of shoreline adjacent to the Gulf of Oman. Al Madina A'Zarqa is more than just a resort real estate development; the city is being designed and built to include all the elements needed for a thriving metropolitan community. When complete, the city will be home to 200,000 people who will live, learn, work, relax and play in surroundings that are harmonious with the existing Omani landscape, architecture and culture.

The organization behind the project is Al Sawadi Investment & Tourism Company (ASIT) which has the endorsement of the government of Oman to bring this massive urban development to life. Blue City Company 1 (BCC1) S.A.O.C. is the special purpose vehicle incorporated to oversee the management of phase one of the Al Madina A'Zarqa project

Al Madina A'Zarqa will serve as a growth engine for the Omani economy and will radically expand the tourism facilities in Oman. The city will generate large scale employment opportunities for Omani nationals, promote freehold property ownership for nationals and expatriates alike and serve as a hub for leisure activities in the Sultanate.

[www.almadinaazarqa.com](http://www.almadinaazarqa.com)

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