

NEWS RELEASE – Dailies –sports, lifestyle, tabloid; Weeklies; Online

SEHA takes home the I PLAY SPORTS cup and becomes nation's first corporate ambassador for Diabetes;
 More than 1,500 joined the Ramadan kick against Diabetes in ICLDC's I PLAY SPORTS



I PLAY SPORTS 2008 FINALS		
Start Playing. Prevent Diabetes. Ramadan Football Tournament		
Concluded on September 14 2008		
First Semi - final	SEHA - 4	Mubadala - 1
Second Semi - final	GSEC - 1	ADAT - nil
Final	SEHA - 1	GSEC - nil
I PLAY SPORTS 2008 AWARDS		
I PLAY SPORTS 2008 title cup : The Abu Dhabi Health Services Company (SEHA)		
Striker with highest goals : Khalid Rashidi of Mubadala		
Best Goal keeper : Sharif Baiyoomi of SEHA		

Abu Dhabi, September 15 2008: Abu Dhabi Health Services Company (SEHA) triumphed in the Imperial College London Diabetes Centre's (ICLDC) I PLAY SPORTS Ramadan Football Tournament, and has been named the UAE's first corporate ambassador in the nation's fight against this debilitating disease.



SEHA grabbed the cup from the clinches of Title sponsor, GSEC (General Secretariat of the Executive Council) with a winning goal just six minutes before the final whistle blew on the one-nil match result.

The cup champions, SEHA, earlier defeated tournament favourites, Mubadala by four goals to one in an action-packed semi-final.

Mubadala's Khalid Rashidi ensured that his team didn't go empty handed. Rashidi was named as the event's top striker with the highest number of goals. Meanwhile, SEHA's Sharif Baiyoomi emerged as the tournaments' finest goalkeeper.

The evening kicked-off with an exhibition match that saw the under-13 champions of Al Jazeera Football Academy playing against each other.

The four-day event drew total crowds of 1,000-plus to support the teams, and the message to the nation that exercise can help prevent Diabetes.

Cup presented by dignitaries; SEHA becomes ICLDC's first Diabetes Ambassador
Mubarak Saeed Al Dhaheri, Director of the Secretary General's Office, GCSE joined ICLDC's Dr Maha Taysir Barakat in presenting the winners' cup and medals. Mr Al Dhaheri is also an ICLDC board member.

SEHA, the tournament champions, not only walked away with the winners' trophy, but they led the way for the UAE's corporate community to jump on board in the campaign against Diabetes. SEHA are named as Brand Ambassador of the 'DIABETES.KNOWLEDGE.ACTION.' public health awareness initiative.

"We were very excited to be involved in an event that supports the cause of Diabetes and its greater message to society," said Mohammed Ali Ntafeh, captain of SEHA's winning team.

"Of course, to win the tournament is a double bonus for us, but the real prize is to be named as the first Diabetes corporate ambassador. We really look forward to working with ICLDC to spread the message further, and encourage our tournament opponents, and other corporations, to also jump on-board as ambassadors."



SEHA's first key role as Diabetes ambassador is the upcoming Walk UAE 2008 scheduled for November 14 2008. In its second year, the walkathon is targeting crowds of 10,000 to further spread awareness and education about Diabetes and its complications throughout the UAE and Middle East.

UAE must exercise to kick Diabetes, says Dr Maha

The UAE has the second highest prevalence of Diabetes in the world with the figures expected to double by year 2025. It is estimated that 19.5% of the UAE's population is living with Diabetes.

According to Dr Maha, a sedentary lifestyle and bad eating habits are cited as the main causes of the increasing prevalence of type 2 Diabetes in the UAE.

She said that ICLDC's research suggests clearly that the epidemic of type 2 Diabetes is associated with decreasing levels of activity and an increasing prevalence of obesity.

"Exercise is as a vital component in the prevention, as well as the management, of type 2 Diabetes," she said. Dr Maha is the Consultant Endocrinologist and Medical & Research Director at the Centre.

I PLAY SPORTS is the fifth pillar of 'DIABETES.KNOWLEDGE.ACTION.', the Centre's award-winning, public health awareness initiative, under the patronage of Her Highness Shaikha Fatima bint Mubarak, and in partnership with Emirates Foundation.

Led by General Secretariat of the Executive Council (GSEC) in 2008, ICLDC's I PLAY SPORTS Ramadan Football Tournament has already been earmarked to become an annual event.

~ Ends ~

See additional information below to page seven

Diabetes in UAE: facts and figures

- The UAE has the second highest prevalence of Diabetes in the world with the figures expected to double by year 2025. It is estimated that 19.5% of the UAE's population is living with Diabetes
- In the Gulf region alone, 3.5 million of the approximately 33 million population are Diabetes sufferers



- A sedentary lifestyle and bad eating habits have been cited as the main causes of the increasing prevalence of type 2 Diabetes in the UAE
- ICLDC's research suggests clearly that the epidemic of type 2 Diabetes is associated with decreasing levels of activity and an increasing prevalence of obesity.
- Exercise is as a vital component in the prevention, as well as the management, of type 2 Diabetes

For media enquiries: Anu Bhatnagar, Strategic Solutions for ICLDC

Tel.: + 9714 3903018, Mobile: + 97150 7286803

Email: anu@strategicsolutionsonline.com



I PLAY SPORTS
Start Playing. Prevent Diabetes.
Community Football Tournament
September 9 to 14 2008 at Zayed Sports City, Abu Dhabi
Organised by Imperial College London Diabetes Centre, Abu Dhabi, in
partnership with Emirates Foundation, as part of
'DIABETES.KNOWLEDGE.ACTION'. www.diabetesuae.ae

I PLAY SPORTS: Ten Teams

Title Sponsor:

The General Secretariat of the Executive Council (GSEC)

Organiser:

Imperial College London Diabetes Centre

Joint Official Sponsors:

Mubadala
Dolphin Energy

Platinum Sponsor:

ALDAR Properties

Silver Sponsor:

Abu Dhabi Aircraft Technologies

Bronze Sponsor:

Injazat Data Systems

Joint Media Sponsors:

The Abu Dhabi Health Services Company (SEHA)
Health Authority - Abu Dhabi

and
Takatof Volunteers

Donors:

Etihad Airways
Consolidated Contractors Company (CCC)
Exxon Mobil

Supported by:

Capitala
Zayed Sports City

For information on these leading organisations, please visit their websites:

<http://gsec.abudhabi.ae>
www.mubadala.ae
www.dolphinenergy.com
www.aldar.com
www.adat.ae
www.injazat.com
www.seha.ae

www.haad.ae
www.etihadairways.com
www.exxonmobil.com
www.ccc.gr
www.capitala.ae
www.zsc.gov.ae
www.emiratesfoundation.ae



Notes to the Editor

About Imperial College London Diabetes Centre

The Imperial College London Diabetes Centre is a state-of-the-art specialised out-patient one-stop facility that specialises in Diabetes Treatment, Research, Training and Public Health. Located in Abu Dhabi (next to the Zayed Military Hospital), ICLDC allows the highest level of specialised patient care, from first diagnosis to the continued management of all complications associated with Diabetes.

Imperial College London holds a renowned history and expertise in the study of Diabetes, bringing one of the leading medical academic institutions in the world to Abu Dhabi as a core working partner. Under ICLDC practices, one of the Centre's primary objectives will be to provide continuing education for health professionals and the general public. For more details visit: www.icldc.ae

About Emirates Foundation

The Emirates Foundation, created in 2005, represents a unique, multi-sector effort to create a new range of opportunities for the people of the United Arab Emirates (UAE). Through philanthropic projects within our four core areas of interest, we seek to engage all individuals and groups in the UAE to usher in a new era of mutual achievement.

The four core areas for our work are: education; research & development; arts & culture; and social & environmental development.

All activities are designed to benefit the broader public, both directly and indirectly. In many cases, the success of our projects is dependent on large-scale public participation. Explore our website to learn more about the role that we play in our community. www.emiratesfoundation.ae

About The General Secretariat of the Executive Council (GSEC): Title Sponsor

In 1971, a Council of Ministers was formed in the Abu Dhabi Emirate by virtue of the provisions of Law No. (1) to reorganize the government apparatus. But in 1974, the said law was superseded and substituted with Law No. (1), which organized the government apparatus, renaming the "Council of Ministers" as the "Abu Dhabi Executive Council."

The Executive Council is the local executive authority of the Emirate of Abu Dhabi. It assists the Ruler to carry out his duties and powers.

GSEC is an administrative body entrusted to propose public policies and strategies to be decided on by the Executive Council. It also provides the Executive Council with support services including drafting and scheduling resolutions, preparing minutes, issuing and following up the execution of the Council's resolutions. <http://gsec.abudhabi.ae>

About Mubadala: Official Sponsor

Mubadala Development Company (Mubadala) is a Public Joint Stock Company headquartered in Abu Dhabi, capital of the United Arab Emirates. Its focus is on developing and managing an extensive and economically diverse portfolio of commercial initiatives. It does this either independently or in partnership with leading international organizations. Mubadala's commercial strategy is fundamentally built on long-term capital-intensive investments that deliver strong financial returns.

The company manages a multi-billion dollar portfolio of local, regional, and international investments, projects and initiatives. Through its investment and development projects, Mubadala is both a catalyst for, and a reflection of, the drive for economic diversification of the Emirate of Abu Dhabi. Its impact is evident domestically and internationally in sectors such as energy, aerospace, real estate, healthcare, technology, infrastructure, and services.

Mubadala's sole shareholder is the Government of the Emirate of Abu Dhabi. For more information about Mubadala, its partnerships and activities please visit www.mubadala.ae

About Dolphin Energy: Official Sponsor



Dolphin Energy Limited of Abu Dhabi, UAE, began gas production in Qatar in July 2007. The company's gas supply from Qatar to the UAE was gradually ramped up to attain the maximum throughput rate of 2 billion standard cubic feet of gas per day (scf/day) in February 2008.

This unique strategic energy initiative involves firstly the production of natural gas from Qatar's North Field and its processing at Dolphin's Ras Laffan Gas Processing Plant. Here, valuable by-products such as condensate, ethane, LPGs and sulfur are extracted from the gas for local and international sale – before transportation of the processed gas by subsea pipeline to the UAE.

The overall investment in constructing the entire Dolphin Gas Project – wells, sealines, processing plant, export pipeline and receiving facilities – has made it one of the largest energy-related ventures ever undertaken in the Middle East.

Dolphin Energy implements the Dolphin Gas Project on behalf of its shareholders Mubadala Development Company (an investment arm of the Government of Abu Dhabi), Total of France and Occidental Petroleum of the USA.

Dolphin Energy's overall objective is to create long-term economic wealth and new business opportunities for GCC citizens, far into the future. www.dolphinenergy.com

About ALDAR Properties: Platinum Sponsor

ALDAR Properties PJSC is a premier real estate development, management and investment company with headquarters in Abu Dhabi, UAE. ALDAR was established to create world-class real estate developments for Abu Dhabi, while providing stable and profitable investment portfolio for all our investors and stakeholders

ALDAR Properties PJSC is spearheading the development of Abu Dhabi; entrusted to create multi-billion Dirham civic projects to develop the capital, establishing new sectors for commerce, housing, retail and leisure. ALDAR's vision is to establish Abu Dhabi as the United Arab Emirates' most dynamic forward-thinking real estate market by creating unique and prestigious developments that can be used as a benchmark of quality, whilst adhering to the cultural and natural heritage of the city.

The company is owned by leading Abu Dhabi institutions, founder shareholders and individual investors. The current property portfolio includes major developments and re-developments within Abu Dhabi Emirate such as Central Market, Al Raha Beach, Coconut Island, Noor Al Ain, Al Gurm Resort, Al Mamoura - the Mubadala Development Company and Environment Agency Abu Dhabi Headquarter Building, and the YAS Island project which is to include a Warner Bros and a Ferrari theme park.

ALDAR's first international expansion was announced in August 2007 via a tie-up with South Johor Investment Corp (SJIC) in a deal that represents the largest foreign real estate development in Malaysia. This was followed in October 2007 with plans announced to build a mixed-use development in Kazakhstan. www.aldar.com

About Abu Dhabi Aircraft Technologies: Silver Sponsor

Headquartered in Abu Dhabi, the capital of the United Arab Emirates, Abu Dhabi Aircraft Technologies enjoys a 20-year-old history of aviation technical solutions expertise through its Gulf Aircraft Maintenance Company (GAMCO) heritage. Today, the company is the Middle East's leading independent third-party technical solutions provider with a strong regional customer base and an international client portfolio stretching from Iceland in the west to Sri Lanka in the east.

Abu Dhabi Aircraft Technologies is constantly evolving into a technically sophisticated, customer-oriented and flexible organisation with a 2,800 strong workforce accommodating customer requirements and adhering to stringent quality and safety protocols. The company is constantly introducing new products and services in addition to tailor-made and bundled solutions such as its Total APU Support package – the first of its kind in the world.



Abu Dhabi Aircraft Technologies leverages a favourable cost base, a solid infrastructure and leading-edge technologies to be the logical partner of choice for airlines, air forces and freight operators seeking to outsource maintenance work to a reputable organization delivering world-class turnaround times and high quality services. www.adat.ae

About Injazat Data Systems: Bronze Sponsor

Established in the 1st Quarter of 2005, Injazat Data Systems LLC is an Information Technology and Business Services company that offers a wide range of managed services. It is focused on providing IT managed services to the oil & gas, utilities, financial services, government, transportation, telecom and healthcare sectors. Injazat is a joint venture of Mubadala Development Company and Electronic Data Systems (EDS).

Injazat aims to become the PREMIER information technology and business process managed services PARTNER in the Middle East. This will be achieved through Mubadala's comprehensive knowledge of the regional business environment combined with the delivery capabilities of EDS, making Injazat a local company with the experience of a global player.

Mubadala Development is a Public Joint Stock company, established and wholly owned by the Government of the Emirate Abu Dhabi. Its mission is to invest in commercially-viable, strategic, industrial and commercial partnerships.

EDS provides a broad portfolio of business and technology solutions to help its clients worldwide improve their business performance. EDS' core portfolio comprises Information Technology, applications and business process services, as well as Information Technology transformation services. EDS supports the world's leading companies and governments in 60 countries. www.injazat.com

About The Abu Dhabi Health Services Company (SEHA): Media Sponsor

The Abu Dhabi Health Services Company was recently launched on 29th December 2007 under Emiri Decree No. (10) Of 2007 and owned by the Government of Abu Dhabi. While the full name of the company is Abu Dhabi Health Services Company, the corporate name is SEHA. The word SEHA represents an English phonetic pronunciation and translation of the Arabic word for Health.

The Abu Dhabi Health Services Company (SEHA) is an independent, public joint stock company (PJSC) created to manage and develop the curative activities of the public hospitals and clinics of the Emirate of Abu Dhabi. The establishment of SEHA is part of the Government of Abu Dhabi's healthcare sector reform initiatives and represents another step in the realization of His Highness Sheikh Khalifa Bin Zayed Al Nahyan, President of the UAE's vision to provide the people of the UAE with the best healthcare facilities in the world, locally. www.seha.ae

About Health Authority – Abu Dhabi: Media Sponsor

Mission

- Ensure excellent quality healthcare for the community
- Define the strategy for the health system and set PPP roadmap
- Monitor & analyze the health status of the population and performance of the system
- Shape regulatory framework for the health system
- Inspect against regulations and enforces standards
- Encourage adoption of world-class quality & performance targets
- Plan capacities and service levels
- Drive programmers to improve societal health
- Define minimum standards for health service providers and health professionals
- Regulate scope of services and premiums & reimbursement rates of providers and payors

www.haad.ae