

U.S. Department of Justice

Washington, DC 20530

**Exhibit A to Registration Statement
Pursuant to the Foreign Agents Registration Act of
1938, as amended**

INSTRUCTIONS. Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently. The filing of this document requires the payment of a filing fee as set forth in Rule (d)(1), 28 C.F.R. § 5.5(d)(1). Compliance is accomplished by filing an electronic Exhibit A form at <http://www.fara.gov>.

Privacy Act Statement. The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <http://www.fara.gov>.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name and Address of Registrant Daniel J. Edelman, Inc. 200 E Randolph Drive, 63rd Floor, Chicago, IL, 60610	2. Registration No. 3634
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3. Name of Foreign Principal Emaar	4. Principal Address of Foreign Principal Unit No. 1, 7082-BayLaSun-Juman St. King Abdullah Economic City 23964-2522 Kingdom of Saudi Arabia
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5. Indicate whether your foreign principal is one of the following:

- Government of a foreign country¹
- Foreign political party
- Foreign or domestic organization: If either, check one of the following:
- | | |
|---|--|
| <input type="checkbox"/> Partnership | <input type="checkbox"/> Committee |
| <input type="checkbox"/> Corporation | <input type="checkbox"/> Voluntary group |
| <input type="checkbox"/> Association | <input checked="" type="checkbox"/> Other (<i>specify</i>) Emaar Properties PJSC is a Dubai-based Public |
| <input type="checkbox"/> Individual-State nationality | Joint Stock Company listed on the Dubai Financial Market |

6. If the foreign principal is a foreign government, state:

- a) Branch or agency represented by the registrant
- b) Name and title of official with whom registrant deals

7. If the foreign principal is a foreign political party, state:

- a) Principal address
- b) Name and title of official with whom registrant deals
- c) Principal aim

¹ "Government of a foreign country," as defined in Section 1(e) of the Act, includes any person or group of persons exercising sovereign de facto or de jure political jurisdiction over any country, other than the United States, or over any part of such country, and includes any subdivision of any such group and any group or agency to which such sovereign de facto or de jure authority or functions are directly or indirectly delegated. Such term shall include any faction or body of insurgents within a country assuming to exercise governmental authority whether such faction or body of insurgents has or has not been recognized by the United States.

8. If the foreign principal is not a foreign government or a foreign political party:

a) State the nature of the business or activity of this foreign principal.

Emaar is a development company with an expertise in developing master-planned communities.

b) Is this foreign principal:

Supervised by a foreign government, foreign political party, or other foreign principal Yes No

Owned by a foreign government, foreign political party, or other foreign principal Yes No

Directed by a foreign government, foreign political party, or other foreign principal Yes No

Controlled by a foreign government, foreign political party, or other foreign principal Yes No

Financed by a foreign government, foreign political party, or other foreign principal Yes No

Subsidized in part by a foreign government, foreign political party, or other foreign principal Yes No

9. Explain fully all items answered "Yes" in Item 8(b). *(If additional space is needed, a full insert page must be used.)*

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Emaar is a private development company working with the Kingdom of Saudi Arabia. They are a Dubai-based Public Joint Stock Company listed on the Dubai Financial Market

EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit A to the registration statement and that he/she is familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date of Exhibit A	Name and Title	Signature
May 16, 2014	Randall Corley, Global Compliance Officer	/s/ Randall Corley

eSigned

U.S. Department of Justice

Washington, DC 20530

**Exhibit B to Registration Statement
Pursuant to the Foreign Agents Registration Act of
1938, as amended**

INSTRUCTIONS. A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. Compliance is accomplished by filing an electronic Exhibit B form at <http://www.fara.gov>.

Privacy Act Statement. The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: <http://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <http://www.fara.gov>.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant Daniel J. Edelman, Inc. 200 E Randolph Drive, 63rd Floor, Chicago, IL, 60610	2. Registration No. 3634
3. Name of Foreign Principal Emaar	

Check Appropriate Box:

4. The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.
5. There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
6. The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.
7. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Plans to provide strategic communications support for KAEC (King Abdullah Economic City), which was determined by email correspondence related to said plan. See attached confirmation for reference.

8. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Edelman will work with Emaar to support King Abdullah Economic City (KAEC) and to increase awareness of KAEC commercial and industrial value with prominent business decision makers.

9. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act and in the footnote below? Yes No

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Notes on #9 (No):

- FYI, the U.S. Secretary of Commerce Penny Pritzker did visit the region and there was coordination with her team for the attached press release.
- The CEO of KAEC visited the United States on April 4 and met with members of the media.

EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit B to the registration statement and that he/she is familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date of Exhibit B	Name and Title	Signature
May 16, 2014	Randall Corley, Global Compliance Officer	/s/ Randall Corley eSigned

Footnote: "Political activity," as defined in Section 1(o) of the Act, means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.



For Edelman Use Only
GM:
Client Code:
Contract No(s):

SERVICES AGREEMENT

This agreement ("Agreement") is hereby made by and between Emaar, The Economic City ("Client") and Daniel J. Edelman, Inc., doing business as Edelman, ("Edelman") for the provision of services as set forth herein.

WITNESSETH

- A. Whereas the Client is the owner and master developer of King Abdullah Economic City "KAEC" located in Rabigh, Saudi Arabia.
- B. Whereas Edelman is a public relations firm that has expertise in the field of media relations.
- C. Whereas the Client and Edelman have expressed their mutual desire to enter into an agreement pursuant to which Edelman will drive visibility to KAEC.

NOW THEREFORE, It is hereby agreed as follows:

1. Services

Edelman shall perform the services ("Services") set forth below.

1.1 Overview

Beginning on March 1, 2014, Edelman shall work with Client, and their supporters, to elevate and drive visibility around KAEC's commercial and industrial value with prominent business decision makers in the United States and key markets around the world in advance and during President Obama's state visit.

Deliverables/Milestones & Timeline

Program Element	Edelman shall	Start & End Dates
Media Relations	<ul style="list-style-type: none"> • Develop a comprehensive media relations strategy to bolster Client's reputation among key audiences; • Conduct ongoing outreach to the media to supply a steady stream of briefings, relationship building opportunities and stories; • Create executive briefing materials for C-Suite and Client's leadership to prepare for media engagements; • Staff media engagements as appropriate • Ongoing media monitoring for coverage and relevant market insights; • Identify and engage influential government and non-government organizations and key business decision makers to leverage in support of the Client's point of view on and 	March 1, 2014 – April 15, 2014

	around thought leadership platforms; • Provide strategic counsel on specific engagement; • Support initial engagement, follow up, deployment and sustained interaction; and • Monitor media coverage, social media channels and related websites of influencer.	
Senior Counsel	Strategic counsel provided by senior Edelman executives	
Account Management	Weekly progress updates	

Any items not contemplated above will be considered outside the Scope of Services. If Client expands the scope of the Services or wants additional services, the amount required to perform the additional services shall be determined and the Budget will be either amended or a new agreement will be executed, as appropriate.

Budget

Subject to the terms referenced under Article 2.1 below, Client agrees to pay Edelman the following as consideration for performing the Services referenced in Article 1 above:

Professional Fees (Not to Exceed):	\$50,000
Internal Expenses (6%):	\$3,000
Estimated Expenses: (includes 10% mark-up on 3 rd party expenses)	<u>\$As Incurred</u>
Total:	\$53,000

2.1 Terms

All amounts due under this Agreement shall be billed and paid in US dollars.

Professional Fees. Edelman will pre-bill Client a one-time amount of \$53,000 ("Prepayment") to cover the Professional Fees and Internal Expenses. Fees are based on the Scope of Services above and not based on actual hours. As such, Edelman shall not be obligated to provide Client with hourly billing detail.

Internal Expenses. Client shall pay Edelman a monthly charge equal to six percent (6%) of Edelman's professional fees as reimbursement for certain administrative expenses related to in-house photocopying, local telephone calls, long distance and teleconference calls under two dollars not billed separately, and U.S. postage (other than mass mailings) that Edelman incurs on Client's behalf as well as certain research and media databases used by Edelman. Notwithstanding any provision to the contrary contained herein, Edelman shall not provide Client with an accounting or detail for such charges.

Expense Billing. Edelman shall invoice Client the actual out-of-pocket expense amount(s) at the end of each month on an as incurred basis. If the Estimated Expenses are anticipated to exceed ten percent (10%) of the professional fees, Edelman shall issue obtaining Client's prior written approval.

Legal Services. The costs of Edelman's outside legal services incurred to approve copy, deal with regulatory issues, arrange spokespersons, negotiate terms with vendors and suppliers engaged on behalf of Client, and other matters dealing with the provision of services will be billable to Client as a third party expense. Edelman shall provide for Client's prior approval, an estimate of legal expenses to be incurred.

imposed by the Saudi Arabian government or taxation authority, as a result of Edelman's performance of the Services; provided, however, that Client shall not be responsible for any taxes based solely on Edelman's income.

Invoices. Edelman will render invoices to include professional services in one lump sum and expenses by category. Documentation for out-of-pocket expenses will be available upon request. With the exception of the Prepayment which is due upon receipt of invoice, payment of the invoices will be due net thirty (30) days from the invoice date. All such invoices shall be addressed to:

Name:	Fahd Hamidaddin
Company Name:	King Abdullah Economic City
Address:	Unit No. 1, 7082-BayLaSun-Juman St. King Abdullah Economic City 23964-2522 Kingdom of Saudi Arabia

Purchase Order. The client Purchase Order number is: _____

If payment is not received by Edelman within such period, Edelman may assess and Client agrees to pay a late payment charge at the rate of 1% per month (12% per year) or the maximum legal rate. If Client is more than thirty (30) days late in paying any invoice, Edelman may, in its sole discretion, cease performing Services until Client had paid all outstanding invoices. Edelman's failure to issue an invoice in a timely manner will not relieve Client of Client's obligation to pay the amounts due pursuant to such invoice, but will postpone the due date accordingly.

3. **Indemnification**

- 3.1 Client represents and warrants that the materials and information it provides to Edelman are accurate and complete and that it is the owner or licensee of all intellectual property rights sufficient to enable Edelman to edit, reproduce and otherwise use, publish and distribute such materials in performing Services for Client. Client shall defend, indemnify and hold Edelman harmless from and against any third-party liabilities, actions, claims, damages, judgments or expenses, including reasonable attorneys' fees and costs, (collectively "Claims") that arise out of or relate to: (i) information, statements or materials prepared or provided by Client, that Client directed Edelman to use or that were approved by Client (ii) product liability or death, personal injury or property damage arising out of, or relating to, Client's acts or omissions or Client's products, services or equipment; and/or (iii) Client's negligence or willful misconduct.
- 3.2 Edelman shall defend, indemnify and hold Client harmless from and against any Claims that arise out of, or relate to Edelman's gross negligence or willful misconduct in performing the Services under this Agreement.
- 3.3 The indemnifying party's obligations under this Agreement are conditioned upon (i) the other party's giving prompt, written notice of a Claim; (ii) the indemnifying party having sole control of the defense and settlement of a Claim (provided that the indemnifying party may not settle any Claim in a manner that would adversely affect the other party's rights, reputation or interests without the other party's prior written consent, which shall not be unreasonably withheld); and (iii) the other party's cooperation with the indemnifying party, at the indemnifying party's expense, in the defense and settlement of the Claim, as the indemnifying party may reasonably request. The party seeking indemnification shall have the right to participate in the defense thereof with counsel of its choosing at its own expense.
- 3.4 This Section shall survive termination or expiration of this Agreement.

4. **Limitation of Liability**

The parties' aggregate liability arising out of, or relating to, this Agreement (whether in contract, tort or other legal theory) shall not exceed the amount of fees paid by client to Edelman pursuant to this Agreement. In no event shall Edelman be liable to Client for any special, consequential, punitive or other indirect damages (including, but not limited to, lost revenues or profits), whether or not notified of such damages. This Section shall survive termination or expiration of this Agreement.

5. **Term**

This Agreement shall commence effective as of **March 1, 2014** and shall continue until the fulfillment of the services in a manner acceptable by Client, unless it is terminated by either party as provided herein.

6. **Termination**

Either party may terminate this Agreement for any reason by providing the other party with not less than sixty (60) days' written notice. In addition, either party may terminate this Agreement upon ten (10) days' written notice to the other party in the event of a material breach of this Agreement (including non-payment of any invoice), if such breach is not corrected by the other party within the ten-day period. Either party may immediately terminate this Agreement if the other becomes insolvent; is unable to pay its debts as they mature; is the subject of a petition in bankruptcy or of any other proceeding under bankruptcy, insolvency or similar laws; makes an assignment for the benefit of creditors, or is named in, or its property is subjected to, a suit for the appointment of a receiver; or is dissolved or liquidated. The respective rights and duties of the parties shall continue in full force and effect during the notice period. Upon expiration or termination of this Agreement, Client shall pay Edelman fees through the termination date and reimburse Edelman for expenses incurred through the termination date. In addition, Client shall either assume liability or pay Edelman for non-cancelable expenses committed to be incurred prior to the termination date. This Section shall survive termination or expiration of this Agreement.

7. **Confidentiality**

Each party shall use reasonable efforts to keep confidential all information and materials so designated by the other party and to limit access to such information and materials to those with a need to know for purposes of performing this Agreement. Notwithstanding the foregoing, each party acknowledges that information and materials shall not be deemed confidential for the purposes of this Agreement if such information and materials: (i) become publicly available through no wrongful act or breach of any obligation of confidentiality on the receiving party's part; (ii) are, at the time of disclosure, lawfully known to the receiving party without restriction on disclosure; (iii) are independently developed or obtained by the receiving party without breach of this Agreement; (iv) are required to be disclosed by law or applicable legal process; or (v) are authorized for release by the disclosing party.

8. **Intellectual Property**

Unless specifically provided for in this Agreement and paid for by Client, Edelman does not perform any searches, including but not limited to, trademark, copyright or patent searches, to determine if materials prepared or provided by it, or any portion thereof, may infringe the rights of any third party, and such searches and determinations are the responsibility of Client. Nothing in this Agreement shall prohibit or prevent Edelman from using materials that are obtained from third parties pursuant to limited licenses.

Conditioned upon payment in full of all amounts due and owing Edelman with respect to the Services, Edelman will assign all of its right, title and interest, including all of its copyright and trademark rights, in the materials Edelman creates in connection with such Services; provided, however, that Client shall obtain no ownership interest in (i) third party materials, including without limitation, stock photography, (ii) materials prepared by Edelman prior to or outside the scope of

this Agreement, even if customized for Client, and (iii) materials Edelman considers proprietary, including but not limited to, media lists, certain media training guides, influencer lists, data bases, materials and proposals Edelman submits to Client that Client does not engage Edelman to implement. Upon Client's request, and at Client's expense, Edelman shall use reasonable efforts to obtain from any third party any and all assignments and releases necessary to grant Client the rights of such third party. This Section shall survive termination or expiration of this Agreement.

9. Non-Solicitation of Employees

During the term of this Agreement and for one (1) year after its termination, neither party shall, without the written consent of the other party, knowingly solicit (either directly or indirectly) any party's employee with whom any party comes into contact with during the performance of this Agreement, for the purpose of engaging such employee as an employee, consultant, agent or other independent contractor. In the event that a party does so solicit and employ or engage any person so employed by the other party, the soliciting party shall pay the other a fee equal to the total amount of such employee's annual cash and non-cash compensation as a reimbursement of the recruitment and training costs. This Section shall survive termination or expiration of this Agreement.

10. Choice of Law and Jurisdiction

This Agreement shall be construed in accordance with the laws of England, regardless of any conflict of law rules. This Section shall survive termination or expiration of this Agreement.

11. Attorneys' Fees

In the event that any action or proceeding (including, without limitation, any alternative dispute resolution mechanism agreed to by the parties) is brought in connection with this Agreement, the prevailing party shall be entitled to recover its costs and reasonable attorneys' fees. This section shall survive termination or expiration of this Agreement.

12. Assignment

Neither party may assign this Agreement or any rights or obligations hereunder, whether directly or indirectly, without the prior written consent of the other party; provided, however, that Edelman may elect to engage subcontractors in connection with the performance of its Services hereunder.

13. Force Majeure

Neither party shall be liable to the other for any delay or failure in performance hereunder due to causes which are beyond the reasonable control of the party unable to perform, except for the failure to pay any amounts due hereunder. If a force majeure event remains in effect for more than thirty consecutive days, the other party may terminate this Agreement.

14. Notice

All notices that either party is required or may desire to give the other party hereunder shall be in writing and shall be sufficiently given if (i) delivered in person, (ii) sent by registered or certified mail, either postage prepaid, (iii) sent by prepaid overnight courier, or (iv) transmitted by e-mail, when received and opened. All such notices shall be addressed to each party as follows:

If to Edelman:	Ron Guirguis Daniel J. Edelman, Inc. 250 Hudson Street New York, NY 10013 E-mail: ron.guirguis@edelman.com
With a copy to:	Office of the General Counsel Daniel J. Edelman, Inc.

	200 East Randolph Drive Chicago, IL 60601 E-mail: shan.bhati@edelman.com or peter.petros@edelman.com
If to Client:	Fahd Hamidaddin King Abdullah Economic City Unit No. 1, 7082-BayLaSun-Juman St. King Abdullah Economic City 23964-2522 Kingdom of Saudi Arabia
With a copy to:	[Client's Contact] [Company Name] [Address] [E-mail Address]

15. Section Headings

Section headings contained herein are solely for convenience and are not in any sense to be given weight in the construction of this Agreement.

16. Counterparts

This Agreement may be executed in two or more counterparts, each of which will be deemed an original for purposes of this Agreement.

17. Survival

The respective rights and obligations of the parties set forth in this Agreement shall survive the expiration or termination of this Agreement to the extent necessary to the intended preservation of such rights and obligations.

18. Entire Agreement

This Agreement, constitutes a single agreement, as well as the entire agreement with respect to the subject matter hereof, supersedes any prior or contemporaneous agreement between the parties, whether written or oral, with respect to the subject matter hereof, and may be modified or amended only by an amendment duly signed by both parties

Your signature below confirms that you, as an authorized representative of your entity, enter into this Agreement on behalf of your entity.

ACCEPTED AND AGREED TO ON THIS ___ DAY OF _____, 2014.

KING ABDULLAH ECONOMIC CITY

DANIEL J. EDELMAN, INC.

By: _____

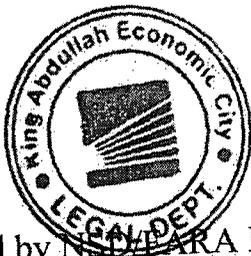
By: _____

Printed Name: Fahd Al-Rasheed

Printed Name: _____

Title: Managing Director & CEO

Title: _____



Handwritten initials: JHG

Inspired by US Commerce Secretary Pritzker's Visit to Saudi Arabia – King Abdullah Economic City Announces Red Sea Forum

- October forum to expand economic opportunities amongst mid-market companies -

March 12, 2014 – Jeddah – Today, King Abdullah Economic City (KAEC) announced the formation of the Red Sea Forum, an economic initiative that will bring together American Midcap companies and KAEC to spur economic development opportunities in the Middle East. The forum will be held in New York City this October, 2014.

The announcement comes as United States Secretary of Commerce Penny Pritzker visits the Kingdom to strengthen economic ties between the United States and Saudi Arabia. Secretary Pritzker's call to boost U.S.-Saudi economic relations is a vital stepping stone to expanding investment partnerships in the Middle East.

"U.S. companies recognize there are tremendous opportunities in the Gulf, which is why I am currently leading a delegation of 21 American firms on a trade mission to the region," said U.S. Secretary of Commerce Penny Pritzker. "When American firms enter new markets and sell their goods and services globally, it is truly a win-win. U.S. companies have the technology, products and expertise to drive development around the world, and additional U.S. exports lead to economic growth and job creation in America. At the Department of Commerce, one of our core priorities is to support American businesses so they can expand and hire at home and abroad."

KAEC's commitment to pro-business policies is a logical next step following Secretary Pritzker's call for economic partnership. The competitive cost of land, competitive energy costs, low-tax base and strategic geographic position make KAEC an ideal location for expansion. KAEC is a valuable new partner and asset for those companies who have saturated their investment both domestically and in BRIC markets.

"We thank Secretary Pritzker for her commitment to fostering economic growth, and we look forward to a successful Forum and introducing opportunities to drive investment in the region," said Mr. Fahd Al-Rasheed, Managing Director and CEO of KAEC. "With state-of-the-art ports, world-class developments, and business-oriented regulations, KAEC is primed to help mid-size American companies successfully enter the emerging Middle Eastern market."

Key Background on KAEC

Over the last 3 years, Fortune 500 companies including Mars, Pfizer, and Danone have recognized the benefits of investing in KAEC and leveraging access to the region from its largest market - Saudi Arabia. Now KAEC is looking for Midcap companies with great technologies and products to lead the way in the next round of economic expansion. The Red Sea Forum will welcome these companies and exhibit the benefits of Saudi Arabia's market.

"We have already seen the power of KAEC to help large American businesses succeed in the Middle East," said Mr. Al-Rasheed. "The next step is to expand this model to accommodate Midcap companies and share the accessible opportunities for growth that KAEC offers."

Founded by King Abdullah in 2006 and ideally located between the East and the West on the Red Sea, KAEC is a city designed for business. The city's Business Environment, infrastructure and regulations are specifically tailored to accommodate the needs of an emerging market, and to promote faster, smoother, and sustainable business.

Potential Quote from Secretary Pritzker

BOILER PLATE