

Section:	Dubai Summer Surprises (DSS)
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Dubai Duty Free announces its support for 2010 Dubai Summer Surprises

Dubai Duty Free has announced its support for the 2010 Dubai Summer Surprises by renewing its sponsorship for the seventh consecutive year. To mark its participation at the Dubai Summer Surprises this year, Dubai Duty Free will offer travelers the chance to win shopping vouchers.



Commenting on the sponsorship, Colm McLoughlin, Managing Director of Dubai Duty Free said, 'We are happy to be taking part in the Dubai Summer Surprises once again. This initiative has been a great success in establishing Dubai as a summer holiday destination and we look forward to working with the organisers in enhancing our sponsorship during what is a busy travel period at Dubai International Airport.'

During the 7-week Dubai Summer Surprises period, Dubai Duty Free customers will have the chance to win Dubai Duty Free gift vouchers every week. For this promotion, Dubai Duty Free has teamed up with fellow DSS sponsor and MasterCard.

Dubai Duty Free has grown to become among the leading Airport retailers in the world in terms of turnover, which reached \$1.14bn in 2009.

Notes and Media Contacts

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