



Living the good life with new partners

- ROYAL JORDANIAN
- SIR BONSER
- CHERRY FASHION
- KEMS ZAJIL
- THE PERSIAN HOUSE
- ALUKKAS
- AL-JAMIL OPTICAL
- DIAMOND WATCH
- ARABIAN FALCON HOLIDAYS



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Living the good life with **Royal Jordanian Airlines**

Royal Jordanian, one of the pioneering airlines in the Middle East, was first established in 1963. Since then it has grown into a truly world-class carrier, covering over 50 international cities in four continents.

You can fly nonstop with Royal Jordanian from Amman to a host of destinations like New York, Chicago and Detroit in the US, as well as Bangkok in Thailand, aboard a modern fleet of Airbus A340 aircraft. You have a great choice of daily direct flights to the major cities in Europe and the Middle East.

Here you'll see just a selection of the cities you can fly to with Royal Jordanian and Membership Rewards. For full listings of the 49 destinations available, visit the Membership Rewards section at www.americanexpress.com.bh

Reward	Membership Rewards Points
Beirut	20,790
Ankara	31,766
Dubai	40,432
Moscow	51,982
Colombo	58,212
London	60,634
Bangkok	63,000

Round trip Economy Class to/from Amman

For more information on Royal Jordanian Airlines, visit their website: www.rja.com.jo

Life lines...

Don't forget, to exchange your points for flights, you also need to enrol in the airline's own frequent flyer programme.

JORDAN



from 17,000

Living the good life with **Sir Bonser**



Sir Bonser is one of the most popular menswear companies in Kuwait, with an eye catching collection of chic, high fashion ready to wear garments, personally selected and imported from many of the leading fashion houses in Italy and France.

A judicious blend of contemporary and classically elegant styles makes Sir Bonser a perennial favourite for the man who knows what it takes to look good.

Reward	Membership Rewards Points
KD50 voucher	17,000



KUWAIT

from 5,000

Living the good life with **Cherry**

If you're a woman who likes to make a fashion statement that's chic, understated and elegant, Cherry is the place for you. Cherry's expert buyers comb through fine fashion houses in Paris, to bring you a range of well chosen, sophisticated clothes and accessories that leave a lasting impression. You'll find Cherry in Kuwait City's famous Souk Sharq.

Reward	Membership Rewards Points
KD15 voucher	5,000



KUWAIT

OFFER

Living the good life with **KEMS Zajil**

A few years ago it was futuristic. But now the internet is a vital essential to our modern lives, a vital part of life – and KEMS Zajil makes that life so much easier. KEMS Zajil is the first and foremost Internet Service Provider in the region.

Using its own state-of-the-art network, it can bring you high speed internet connections at home or private networks with total professionalism and security at your workplace.

Reward	Membership Rewards Points
KD20 voucher for three months free dial-up connection	7,000

For more details, visit the website: www.zajil.com or call the 24/7 Hotline on: 822 822



KUWAIT

زاجيل
zajil
تأسيس 2011م



from 17,000

Living the good life with **The Persian House**

Persian carpet weaving is truly a magical art with a tradition that stretches back over 2,500 years. Step inside the Persian House and you'll be enraptured by the creativity, quality and intricate craftsmanship of their individually selected rugs, carpets and kelims which hail from exotic far flung regions like Kashan, Tabriz, Habibian and Asfhan.

The Persian House experts have also chosen an exquisite range of antique silverware which will make a superb addition to your collection.

Reward	Membership Rewards Points
KD50 voucher	17,000



Life lines...

The Persian House also offers an unbeatable quality service for restoring, repairing and cleaning your antique rugs.

KUWAIT

OFFER

Living the good life with **Alukkas**

Gold and diamond jewellery is all about trust and quality. That's how Alukkas Jewellery, of the Joy Alukkas Group, has become the world's number one 22 carat jewellery retailer, with over a million clients, and the first ever jewellers in the Middle East to earn ISO 9001 and ISO 14001 accreditation. To you, it means pure confidence as you take your pick from over 100,000 designs at any of their stores. The variety of brands and collections is amazing; it includes Mayoori, Florentina, Zenina and the 'Hearts on Fire' diamond range. Rounding off the range of options is a fabulous selection of platinum and cultured pearl jewellery.



Reward	Membership Rewards Points
Voucher worth AED600	15,000
Voucher worth BD60	
Voucher worth KD60	
Voucher worth OR60	
Voucher worth AED6000	150,000
Voucher worth BD600	
Voucher worth KD600	
Voucher worth OR600	

Life lines...

Alukkas offers a unique 24-hour Customer Care Cell, to help with any questions or product issues you may have.

from 10,000



Living the good life with **Al-Jamil Optical**

With outlets all over Kuwait and at selected locations throughout the GCC, Al-Jamil brings you one of the region's most comprehensive ranges of optical frames, sunglasses, contact lenses and eyewear accessories.

You can choose from high-fashion brands like Hugo Boss, Trussardi, Iceberg and Guess.

And you'll find that the excellent choice is matched by the highest standards of professionalism, with consultation and eye testing available at all branches, backed by a fast, efficient lab service.



Reward	Membership Rewards Points
KD30	10,000
KD50	17,000

KUWAIT

OFFER

Living the good life with **Diamond Watch**

The world of fashion watches moves fast with new trends coming and going all the time. But the expert buyers at the Diamond Watch Boutique are renowned for keeping their collections absolutely up to the minute. Most if not all of the world's greatest brands are represented here and there is a simply stunning range whenever you visit, with prices to suit every budget and choices that range all the way from functional, fun and funky gifts to highly luxurious heirloom timepieces.

You'll also be attracted by the impressive display of a wide variety of diamonds, diamond jewellery sets and diamond studded watches.



Reward

Membership Rewards Points

OR60 Voucher

16,000

OR200 Voucher

55,000

OMAN

OFFER

Living the good life with **Arabian Falcon Holidays**



How do I get my two free nights at a 5 star hotel in Dubai?

Arabian Falcon Holidays invites you to attend a 90 minute presentation at their offices in Dubai. When you attend the presentation you'll receive a voucher for two nights free stay for two people at the 5 star Sheraton Deira Hotel in Dubai. It's that simple!

During the 90 minutes, they will introduce you to The Royal Club at Palm Jumeirah - their 5 star vacation ownership resort in Dubai.

And there's more. When you register for a presentation, you'll automatically be entered into a grand draw, to win a free one week stay in a 5-star hotel in Dubai, for two people.

Just remember to send your details by fax or email before 28th February 2005 and attend Arabian Falcon's presentation before 30th April 2005. There are no strings attached. You have absolutely nothing to lose and everything to gain.

Exclusively for Gold & Platinum Cardmembers!

Attend the presentation and receive an additional voucher entitling you to a 60% discount for six nights stay at the prestigious Royal Garden Hotel in Beirut. So for only US\$250 you can enjoy a one week holiday any time before 30th June 2005. Terms and conditions apply.

Send your full name, mobile phone number, address, city and email address by fax to: +971 4 324 4776 or by email to: marketing@arabianfalcon.com
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