

## **Oman Avenues Mall presents the “Human Claw” for the first time in Oman.**

April 18, 2018

MUSCAT: Offering visitors a chance to experience an exciting game, Oman Avenues Mall, the largest mall in the Sultanate of Oman, has mounted a Human Claw Machine at its main atrium. The Human Claw Machine activity can be played every evening from 6pm to 10pm until May 15, 2018 at the mall.

This is an activity that guarantees unlimited fun with a unique and exciting gameplay. Oman Avenues Mall strives hard to deliver top notch entertainment for the entire family which enables them to have a fun filled day out, especially keeping in mind the launch date of the activity was planned to keep in mind the extended weekend holiday.

In the Claw Machine participants perform like a human claw, wherein they are hoisted over a gaming area full of gifts to be clutched. The thrill of the games lies in the fact that the controls of the person to grab the gifts is with a family member via a joy stick. To make things harder the gifts needs to be grabbed by the contestant who is given a pair of boxing gloves. For the crowd the game is a live show of fun and excitement to eventually witness what all exciting gifts have been won. Being the Sultanate's most prominent leisure destination, Oman Avenues Mall management feels it is vital to keeping adding value to the overall experiences of the mall to best reflect its magnificence.

“We are always on the loo out for an opportunity to offer something unique and thrilling to our values customers and “The Human Claw” is one such step towards that. We hope that all our patron have a great time winning gifts in the mall and have a great family time” said Derick Michael, General Manager, Oman Avenues Mall.

Oman Avenues Mall offers a wide-ranging ensemble of retail choices spread across 72,000 square metre of built-up space in 1,45,000 square metre. This consummate shopping destination has a remarkable league of retailers unparalleled by any other shopping centre in Oman. Located in the heart of the city with a host of distinctive amenities and services, Oman Avenues Mall delivers a refreshing experience for customers.

**ENDS**

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**About: Oman Avenues Mall**

Oman Avenues Mall, a division of the renowned LuLu Group International, based at Abu Dhabi, is one of the largest and finest malls in the Sultanate of Oman. Oman Avenues Mall boasts an impressive line-up of prestigious retailing brands, fine dining options, and fun, entertaining experiences for the discerning shopper; while being envisioned as a dynamic new retail-led mixed-use destination. The genesis of the concept is the creation of a true multi-use development that assimilates venues for retail, entertainment, hospitality, and high end commercial use. Oman Avenues Mall, with its striking architecture, is an eclectic ensemble of retail offerings spread across 72,000 square-metres of built-up space in 145,000 square-metres. This ultimate shopping destination has an impressive line-up of retailers unrivalled by any other shopping centre in Oman. Located in the heart of the city with a host of unparalleled amenities and services, Oman Avenues Mall will provide the most refreshing experience that you have ever had.

**ATTENTION: EDITORS/JOURNALISTS:**

**OMAN AVENUES MALL:** Due to branding and marketing-related concerns in the Middle East retail sector, Oman Avenues Mall is obliged and mandated to ensure that the name 'Oman Avenues Mall' is used only in such form and never in the shortened form 'Avenues Mall'. We therefore kindly request your co-operation in making absolutely sure that in any and all editorial content featured in your publications, the name – Oman Avenues Mall – is always used as such, in full, and never shortened to – Avenues Mall.

Therefore:

- Oman Avenues Mall (correct)
- Avenues Mall (incorrect)