



FOR IMMEDIATE RELEASE

CONTACT:

Raluca State/Sharna Ettenberg
BNC PR
310-854-4800
rstate@bncpr.com/settenberg@bncpr.com

SBE'S "AREA" BRINGS NEW LIFE TO HOLLYWOOD NIGHTLIFE

Since opening its doors in September 2006, SBE's **AREA** nightclub has quickly hit home with Hollywood heavyweights, celebrities and partygoers alike. On the heels of their successful April 2006 debut of Hollywood's ultra-exclusive hotspot, **Hyde Lounge**, two names with an unparalleled track record in Los Angeles nightlife – SBE CEO **Sam Nazarian** and **Brent Bolthouse** – have once again joined forces and elevated L.A. nightlife. This time, it is the creation of an uber-chic, Mid-Century Modern style dance club.

The nightclub offers a very open, airy space with a classic Mid-Century Modern decor and a decidedly residential feel. Staying ahead of the curve yet again, Bolthouse and SBE teams worked from the ground up to create **AREA** and introduce the latest addition to the company's rapidly expanding collection of Los Angeles hotspots. The designer who brought their vision to life was Beau Robb, who had previously created the sultry red décor of SBE's Privilege nightclub.

The innovative concept, original décor and inventive programming of **AREA** all represent the first full collaboration between SBE and Bolthouse Productions, since they officially partnered in late 2005. Together, Nazarian and Bolthouse have quickly set the standard in LA nightlife by delivering stylish, star-studded venues such as Hyde Lounge, Privilege and, now, Area.

Reminiscent of a "Case Study" living room, **AREA** features caramel-flecked white terrazzo floors, wood columns, low upholstered seating and such iconic Mid-Century details as white leather "Barcelona" chairs and George Nelson

lighting. Banquettes and sofas create intimate seating areas which surround the dance floor and flank the club's two bars, perfect for guests to socialize and enjoy the club's premium bottle service. An outdoor patio, visible from the club through a clear glass wall, allows guests to enjoy the cool night air at several private seating areas.

Adding to the **AREA** experience is an unparalleled lighting system and sound quality, thanks to a cutting-edge LED light show above the dance floor and a state-of-the-art EAW Avalon sound system. **AREA** also provides the ultimate five-star level of personalized service for its clientele, from SBENG's signature VIP treatment to premium bottle service. In keeping with its Mid-Century modern design, AREA also serves a menu of updated American comfort food classics for those wanting a late night bite.

The uniform for **AREA**'s team of bartenders and cocktail waitresses also evokes the Mid-Century theme, with an emphasis on the swinging Sixties. Waitresses are dressed in black-and-white mini skirt dresses with Pop Art detailing and, on the female bartenders, sexy black hot pants and tunics – both designed by LA-based designer Debby Dean. The outfits are accessorized with knee-high, white patent leather boots and colored fishnet stockings.

Located at 643 North La Cienega Boulevard in Hollywood, **AREA** is open Monday, Thursday, Friday and Saturday from 10:00 p.m. to 2:00 a.m.

ABOUT SBE

Founded in 2002, the Los Angeles-based SBE brings exquisite balance to the worlds of hospitality, real estate development and independent film production. As a privately held company founded and helmed by CEO Sam Nazarian, SBE acquires, develops and manages exceptional projects through its divisions – Hotels, Restaurant and Nightlife, Real Estate, Bolthouse Productions and Element Films. With a mission to redefine standards of excellence and innovation, SBE has harnessed the creativity and innovation of the best minds in the business, including design visionary Philippe Starck, with whom the company has an exclusive agreement for the creation of hotels, restaurants and lounges in the U.S., Canada, Caribbean and Mexico. SBE's Restaurant and Nightlife division constantly stays ahead of the curve, creating and expanding trend-setting restaurant and nightlife concepts, which currently include Katsuya, Foxtail, The Abbey, Hyde Lounge, S Bar and Area. As the cornerstone of its synergistic approach, SBE has also completely rethought and re-imagined the luxury hotel experience. SBE will debut its first luxury hotel brand, SLS Hotels, with the Fall 2008 opening of SLS Hotel at Beverly Hills featuring a Starck design and an innovative culinary program by chef José Andrés. Also in the SBE Hotel collection are Miami's Ritz Plaza hotel, to debut in late 2009, and Las Vegas' Sahara Hotel & Casino, which will undergo a complete redevelopment for completion in early 2011.