



SLS HOTELS
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FOR IMMEDIATE RELEASE

SLS HOTELS ANNOUNCES AN EXCLUSIVE DESIGN PARTNERSHIP WITH CASSINA CONTRACT

*Select Furniture for New Luxury Hotel Brand to be Designed by Philippe Starck and
Produced Exclusively by Cassina Contract, Available for Purchase from SLS*

(Los Angeles, CA – August 8, 2007) – SBE and its hospitality division announced today the signing of an exclusive agreement with luxury Italian furniture manufacturer, Cassina Contract, for the creation of a collection of furnishings for its new hotel brand, SLS Hotels. The line of high-end furniture is being designed by renowned visionary Philippe Starck, who has a 15-year exclusive agreement with SBE for North America for the design of its hotels and a six-year North America exclusive for the company’s restaurants and lounges.

The unique partnership marries the incomparable talents and creativity of Starck, known the world over for his trend-setting and irreverent designs, and the exacting craftsmanship of the Milan-based Cassina Contract. The furniture will be featured in the SLS guest rooms and suites, beginning with the brand’s first property, *SLS Hotel at Beverly Hills*, which will debut in Fall 2008 in what was formerly SBE’s Le Meridien at Beverly Hills hotel. Select pieces from M. Starck’s *Privé* collection for Cassina, which was unveiled to much acclaim at the 2007 Salone del Mobile fair, will also be used in the larger SLS suites.

“SBE is thrilled to be partnering with such a widely admired, world-class company,” commented SBE CEO, Sam Nazarian. “Cassina is a true vanguard in high-end contemporary furniture, producing the finest quality designs, and SLS Hotels will serve as the perfect showcase for this magnificent collection which Philippe has designed.”

“Innovative visionaries such as SBE and M. Starck are a perfect match for Cassina Contract,” added Demetrio Appolloni, General Manager of Cassina and Cassina Contract. “SBE is redefining the very concept of luxury hospitality and we are honored to be a part of this exciting project.”

For those guests who want to furnish their own homes with these featured pieces, the furniture will be available for purchase by special order solely through SLS Hotel at Beverly Hills. The exclusive deal was negotiated by M. Starck’s agent in the U.S., Michele Caniato, President of the New York-based design brokering agency, Culture & Commerce Inc.



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.

ABOUT CASSINA CONTRACT

Formed in 1927, Cassina is the premier Italian designer and manufacturer of contemporary furniture, featuring the designs of some of the world’s greatest talents from Le Corbusier to Piero Lissoni to Philippe Starck. Its contract division, Cassina Contract, was formally instituted in 1984 and provides fully integrated custom interior design solutions for hotels, clubs, offices, ships, museums, and more. Working with companies throughout the world, Cassina Contract offers broad expertise and custom services tailored to the needs of each client, assuring optimal lead times and price competitiveness. For more information, please visit www.cassina.com.

ABOUT PHILIPPE STARCK

Philippe Starck is widely recognized as the world’s leading designer of luxury restaurant, hotel and real estate properties and has established a global following of clients and devotees. Born in Paris, M. Starck developed his eclectic style at a young age and studied his trade at Ecole Nissim de Camondo. In 1979, he created Starck Products, where he introduced fun and stylish designs into everyday products. Several of Starck’s masterful creations are exhibited at the most prestigious museums around the world including Paris, New York, London and Barcelona. Recognized as one of the world’s most powerful style makers, his extensive resume of world-class hotel destinations includes Felix restaurant at The Peninsula Hotel in Hong Kong, the Mondrian in Los Angeles, Delano in Miami’s South Beach and the Teatron in Mexico. Starck has received numerous accolades throughout his career such as Grand Prix for Design, the Oscar of the design world, the Officier des Arts et Lettres and many more. Additional information on Philippe Starck can be found at www.starck.com.