



**Media Contact:**  
Susan Hosmer  
Bullfrog & Baum  
Tel: 323-651-1380/212-255-6717  
Email: hosmer@bullfrogandbaum.com

## **SBE OPENS THIRD KATSUYA LOCATION AT CARUSO AFFILIATED'S THE AMERICANA AT BRAND**

*With Partners Katsuya Uechi and Philippe Starck,  
Newest Location of Popular Katsuya Brand Debuts at New Shopping,  
Dining and Luxury Residential Development*

Los Angeles, CA [May 2, 2008] – This Spring, SBE will further expand the popular Katsuya brand with its newest location in Caruso Affiliated's groundbreaking mixed-use development, The Americana at Brand. Opening May 2008, Katsuya Glendale will be the third location of several Katsuya restaurants in Los Angeles –Brentwood (Summer 2006) and Hollywood (Fall 2007), and the upcoming Katsuya Downtown at LA Live (Fall 2008). Katsuya Brentwood first paired the supreme talents of master sushi chef Katsuya Uechi and world-renowned designer Philippe Starck. Now, Angelenos and visitors alike will be able to experience this creative collaboration as part of a complete experience, thanks to the endless shopping and entertainment offerings at The Americana at Brand.

"We are thrilled to expand the Katsuya brand to what is poised to become one of Southern California's premiere entertainment and shopping destinations," says SBE CEO and Founder Sam Nazarian. "I admire Caruso's visionary work and find it to be the perfect fit for the next location of this exciting brand."

Katsuya Glendale represents the fourth and largest Starck-designed property to open under an exclusive agreement between the designer and SBE for restaurant, lounge and hotel concepts in North America. Conceived to resemble a Japanese pagoda, the main floor entrance of the two-story Katsuya Glendale will immediately stun guests with an indoor hemlock wood roof, which envelopes them into the Katsuya experience. While modern in tone, the restaurant

features several dramatic nods to the timeless simplicity of Japanese design. Giant granite boulders, etched with the Japanese character (or kanji) for “Katsuya,” are topped with flames that flank the restaurant’s all-glass exterior façade.

At Katsuya Glendale several dining experiences are enveloped under one roof – the main floor includes an expansive outdoor patio and facing cocktail and sushi bars, while the second floor houses the dramatic main dining room, a cocktail bar, outdoor terrace seating, and an enclosed corner private dining room that seats eight to ten guests, with dual views of the promenade. Both patios will boast such features as radiant heated floors and misters to allow for comfortable year-round outdoor dining.

Chef Uechi, named Chef of the Year by Angeleno magazine in 2006, has completely revolutionized what comes to mind when Los Angeles diners think about Japanese cuisine. For Katsuya Glendale, Chef Katsuya will create a unique menu tailored to the location while also including his signature classics (such as Albacore Sashimi with Crispy Onion, Baked Crab Roll and Spicy Tuna on Crispy Rice), and the addition of select family-friendly items, perfect for guests dining with children. A large square Sushi Bar will be a central feature upstairs, where sushi chefs will be creating sushi masterpieces using the freshest and most interesting ingredients, including custom rolls and spectacular sushi and sashimi platters.

Set on 15.5 acres in the heart of Glendale, The Americana at Brand is an expansive urban in-fill mixed-use development, within minutes of Los Feliz, Silverlake, Pasadena and downtown Los Angeles. The Americana at Brand will offer 75 shops and fashionable boutiques including Tiffany & Co., Barney’s Co-op, J. Crew, Calvin Klein, and Kiehl’s, as well as specialty restaurants and cafes, and a state of the art movie theatre.

Katsuya Glendale is located at The Americana at Brand in Glendale, CA and will be open for lunch and dinner daily from 11:30am. Reservations and more information can be had by calling 818-244-5900 or visiting [www.sbe.com/katsuya](http://www.sbe.com/katsuya).

### **ABOUT KATSUYA UECHI**

As one of only four Master Sushi Chefs in Los Angeles, Chef Uechi brings over three decades of culinary artistry and restaurant operation experience to the SBE team. Known for his distinctive style and first-rate execution of high quality traditional sushi, Uechi is recognized as one of the major style setters in the sushi world and was recently named "Chef of the Year" by Angeleno Magazine.

Recently tied for #1 ranking for Top Food in the 2006 Zagat Los Angeles guide, his namesake locations Sushi Katsuya in Studio City and Encino have long been acknowledged as among L.A.'s top restaurants. He partnered in 2006 with SBE Restaurant & Nightlife Group to open the first Katsuya by Starck restaurant in Brentwood, which became an overnight success. Born in Japan, Uechi was raised by parents active in the restaurant business. Developing a love for the business as a youth, he went on to hone his skills in kitchens of Okinawa at the Harbor View Hotel, Kappo Yama Kawa and Hotel Rainbow. Upon arriving in the United States, Uechi served as Executive Chef at Tatsumo (Seattle), Kabuki Sushi and Seaward Sushi.

### **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](http://www.starck.com).

### **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.