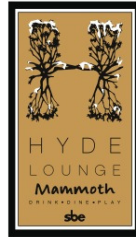




FOR IMMEDIATE RELEASE



SBE Launches Luxury Restaurant & Nightlife Venue at Mammoth
The Village at Mammoth Welcomes Hyde Lounge's Third Exclusive Location

LOS ANGELES, January 12, 2010 – SBE, Los Angeles-based luxury hospitality and development company, is pleased to announce the launch of their third Hyde Lounge on Friday, Jan. 15. The newest addition to the SBE Collection, Hyde Lounge Mammoth is an innovative partnership with Sam Nazarian's SBE and Mammoth Mountain Resort, creating a destination within a destination of ski, dining, shopping and real estate. Recreating its flagship's exclusive access, sophistication and ambiance, the Après Ski nightlife venue debuts as a redefined social viewing and pub concept located in the heart of the Village, across from the high-speed gondola with access to the main ski lift. Approximately 10,000 visitors stroll past the location on any given day.

"We are extremely proud and humbled to partner with CEO Rusty Gregory and the Mammoth Mountain Resort with this exciting new concept," SBE CEO and hospitality innovator Sam Nazarian stated. *"We have already seen great success with our recent expansion of the infamous Hyde venue at Staples Center this past November. This embodiment of Hyde Lounge is an organic progression for the concept. Hyde Lounge Mammoth is perfect for every aspect of Après Ski including entertainment and dining, as the Village is fast becoming a world class destination for sports, entertainment and nightlife."*

Partially modeled after its famed predecessor on Sunset Boulevard, Hyde Lounge Mammoth occupies 120 guests indoors and up to 200 guests outside on the patio. Special events and tableside service thrive in almost 5,000 square feet of space, featuring a V-shaped bar, pool table, plasma video displays, wrap-around patio facing the gondola with entrance to the Village, and an outdoor terrace with in-ground heating. Hyde Lounge will inject a new form of luxury experience catering exclusively to the affluent ski and snowboarder crowd.

Hyde Lounge is open seven days a week from 11 a.m. until close. The lounge has an Après Ski menu consisting of 3 p.m. Happy Hour specials and Late Night pub food with original delectable appetizers and entrees such as *Miso Cod Lettuce Cups*, *Bistro Shrimp Pasta*, *Mammoth Ale Battered Cod Sandwich*, and *Hyde Mammoth Burger* (with ground Kobe beef and caramelized onions); and more traditional menu items such as *Pigs in a Blanket*, *Free Range Roast Chicken* and *Onion Rings*. Scheduled celebrity DJ's – such as DJ Splyce, DJ Mike E and DJ Hem - will perform nightly. For more information and to make a reservation, please visit www.sbe.com or email hydemammothtables@sbe.com.

ABOUT MAMMOTH MOUNTAIN

Mammoth Mountain Ski Area is the leading four-season mountain resort in Calif. With 1.2 million annual skier visits, Mammoth Mountain is currently the third most frequented ski resort in the United States. The company owns and operates a variety of resort businesses including recreation, hospitality, real estate development, food and beverage and retail. Specific businesses owned and operated by Mammoth Mountain include Mammoth Mountain Ski Area, June Mountain, Tamarack Lodge and Resort, Mammoth Snowmobile Adventures, Mammoth Mountain Bike Park and the Mammoth Mountain Inn. Mammoth Mountain also operates Juniper Springs Resort, the Village Lodge and Sierra Star Golf Course in Mammoth Lakes, Calif. For more information on Mammoth Mountain, visit www.MammothMountain.com or call 800.MAMMOTH.

ABOUT SBE

Founded in 2002, Los Angeles-based SBE brings exquisite balance to the worlds of hospitality, real estate development and events. 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 and Events. 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 four Katsuya locations, XIV by Michael Mina, The Bazaar by José Andrés, MI-6, Hyde Lounge, Hyde Lounge at Staples Center, The Abbey Food and Bar, and Area. As the cornerstone of its synergistic approach, SBE has also completely rethought and re-imagined the luxury hotel experience. SBE debuted its luxury hotel brand, SLS Hotels, with the Fall 2008 opening of SLS Hotel at Beverly Hills, a Starwood Luxury Collection Hotel that has won international acclaim and numerous awards. Also in the SBE Hotel collection are Miami's Ritz Plaza Hotel and Las Vegas' Sahara Hotel and Casino, which will both undergo redevelopment. More information about SBE can be obtained at www.sbe.com.

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