



H Y D E  
L O U N G E

**CONTACT:**

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

**SBE'S HYDE LOUNGE:  
A CHIC AND EXCLUSIVE GETAWAY FOR HOLLYWOOD'S A+ LIST**

**Sleek Lounge Offers Luxurious Décor, Custom Cocktails and "Small Plates" Menu by  
Acclaimed Chef Katsuya Uechi**

Having opened in late April 2006 in the heart of Hollywood's Sunset Boulevard, Hyde Lounge has quickly become the nightly private playground of choice for Hollywood's A+ list of celebrities, musicians, fashion designers and entertainment moguls. A glamorous, intimate hideaway for those seriously in-the-know, Hyde offers a sophistication and discretion not easily found in Los Angeles nightlife.

Hyde Lounge represents the first collaboration between SBE and Bolthouse Productions – two of the most prominent names in Los Angeles nightlife who joined forces in late 2005. Offering a subdued yet sexy ambiance, the true luxury of Hyde is in the details – from the lush décor to the attentive service to the exquisite and subtle flavors in the signature cocktails and menu of "small plates".

The lounge is intimate by design, accommodating only up to 100 to preserve a relaxed, 'insider' atmosphere. Hyde's décor has a decidedly masculine vibe – lush crocodile-embossed leather on the banquettes and ottomans; massive, hand-crafted organic wood tables; a vaulted copper ceiling; flickering candles suspended from a glass 'fireplace' and in wall-mounted votives, and tones of taupe,

amber and onyx. A sexy “boudoir” bar in the back area of the lounge features pink and black paisley wallpaper, smoked mirrors and glowing pink panels in the bar and flooring.

Open nightly from 10 p.m. until 2 a.m., Hyde is a perfect place for everything from after-dinner cocktails to a light meal to late-night lounging. The cocktail menu boasts a heady list of delicious libations, both vintage and original to Hyde, all created by renowned mixologist Ryan Magarian with fresh juices, organic herbs and spices and blended to ensure a perfect balance and flavor. Hyde’s vintage classics include the *Jack Rose* (originated in 1910) and *Southside* mojito (1930). Among the original concoctions created especially for Hyde is the *Love Unit*, made of Grey Goose La Vanille vodka infused with red bell pepper, fresh basil, lime, grapefruit and a dash of Angostura bitters. Another instant favorite is the *Cucumber Watermelon Margarita* – hand-pressed watermelon and cucumber shaken vigorously with El Tesoro Platinum tequila, fresh lime and two twists of freshly cracked black pepper.

A rotating roster of top DJs spin a selection of rock and old school music nightly after 10 p.m. Hyde Lounge is located at 8029 Sunset Boulevard.

#### **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.