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SBE TO OPEN FOURTH KATSUYA RESTAURANT AT L.A. LIVE

Celebrated partners Katsuya Uechi, Philippe Stark and Sam Nazarian join forces to bring the celebrated Katsuya brand to downtown Los Angeles' one-of-a-kind entertainment campus

Los Angeles, CA (June 2009) Following on the heels of successful Katsuya openings in Hollywood, Brentwood and Glendale, SBE will open a new Katsuya at L.A. LIVE, a new four million square foot mixed-use development located adjacent to STAPLES Center and Nokia Theatre. Opening on June 29, 2009, the newest iteration of the Katsuya brand will again pair the talents of Master Sushi Chef Katsuya Uechi, world-renowned designer Philippe Stark and celebrated businessman Sam Nazarian to create a unique sensory dining experience.

"L.A. LIVE is rapidly becoming a leading entertainment destination in Los Angeles, and is an ideal location for Katsuya," says SBE CEO and Founder Sam Nazarian. "We're thrilled to be working with AEG and Tim Leiweke, and are excited that Katsuya is going to be located at the heart of their extraordinary new development."

"From the moment we began the development of L.A. LIVE, we were convinced that we had to find a way to bring Katsuya to the district," said Tim Leiweke, President & CEO, AEG. "We are fans of Philippe Stark and good friends with Sam and his partners at SBE. We admire their unique décor, their brilliant food preparations and most of all, their incredible food."

“Katsuya is the perfect complement to the other world-class restaurants like Flemings, Rock-N-Fish and the Wolfgang Puck Bar & Grill that are part of our campus,” Leiweke added. “In particular, we expect Katsuya to be a tremendous hit with our downtown neighbors, tourists and conventioners who will be frequenting the hotel and district. We truly look forward to Katsuya joining L.A. LIVE.”

Centrally located on L.A. LIVE’s Nokia Plaza, Katsuya L.A. LIVE will feature Stark’s distinctive designs infused with elements that cater to L.A. LIVE’s location and offerings. With L.A. LIVE’s concentration on sports and entertainment, the restaurant will feature flat screen TVs ensuring guests can view a variety of sporting and entertainment events. While remaining true to the style, design and menu of the Katsuya brand, the newest location will offer a more relaxed, approachable environment reflecting the L.A. LIVE destination.

The new Katsuya L.A. LIVE was designed as a 7,500 square foot homage to the traditional bento box honoring ancient tradition and the craftsmanship of the chef. At the restaurant’s heart is a large, rectangular, noren-crowned Sushi Bar, where sushi chefs will be creating masterpieces using the freshest and most interesting ingredients, including custom rolls and spectacular sushi and sashimi platters. Katsuya L.A. LIVE will feature two private rooms, a private lounge, an outdoor dining patio and a 33 foot long liquid kitchen/bar serving unique specialty cocktails such as the award-winning *Burning Mandarin*, *Katsuya Fresh* and *Honey Basil Sling* all carefully crafted using the freshest ingredients and juice. The entrance is demarcated by two boulders with traditional Kanji symbols while a prominent glass façade featuring oversized images of the eyes and lips of the Katsuya geisha infuses the area with a sensual quality. Dark wood floors, back-lit walls and an assortment of seating including banquets, couches and intimate booths, further enhance the lounge-like environment.

Chef Uechi, an Angeleno Magazine “Chef of the Year,” has completely revolutionized the Japanese culinary experience for Los Angeles diners. Chef Uechi will create a unique menu for Katsuya L.A. LIVE tailored to its distinct location while also including his signature classics, including *Albacore Sashimi with Crispy Onion*, *Baked Crab Roll* and *Spicy Tuna on Crispy Rice*. For large and small scale off-site events or a fix at home, catering and take-out are both readily available.

Leveraging the success of STAPLES Center, L.A. LIVE expands the entertainment content in downtown Los Angeles' South Park district with complementing venues, fully functioning broadcast studios, restaurants, cafes, cinemas, bowling lanes, live music clubs and the innovative GRAMMY Museum. L.A. LIVE is host to the GRAMMYS, EMMYS, American Music Awards, ESPYs, American Idol Finals, concerts starring today's most popular recording artists and will soon be home to The Ritz-Carlton Hotel, Los Angeles, the JW Marriott Hotel, and The Ritz-Carlton Residences at L.A. LIVE.

Located within L.A. LIVE at 800 W. Olympic Blvd, Los Angeles, CA 90015, Katsuya L.A. LIVE will be open beginning June 15th, 2009. Reservations can be made by calling 213-747-9797 or online at 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 named "Chef of the Year" by Angeleno Magazine. He partnered in 2006 with SBE to open the first Katsuya by Starck restaurant in Brentwood, which became an overnight success. The partners soon followed with successful Katsuya openings in Hollywood and Glendale. 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, the Teatron in Mexico. His partnership with SBE includes his design of the SLS Hotel at Beverly Hills, four distinct Katsuya venues in Los Angeles, and Michael Mina's XIV all in partnership with SBE. Stark 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.

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 .Vox 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, XIV by Michael Mina, Foxtail, The Abbey, Hyde Lounge 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 featuring a Starck design and an innovative culinary concept, The Bazaar by José Andrés. Also in the SBE Hotel collection are Miami's Ritz Plaza hotel and Las Vegas' Sahara Hotel & Casino, which will both undergo redevelopment.

About L.A. LIVE

AEG is currently overseeing the final development stages of L.A. LIVE, a 4 million square foot / \$2.5 billion downtown Los Angeles sports, residential & entertainment district adjacent to STAPLES Center and the Los Angeles Convention Center featuring the recently opened Club Nokia, a 2,300 capacity live music venue, Nokia Theatre L.A. LIVE, a 7,100-seat live theatre, a 54-story, 1001-room convention "headquarters" destination (featuring *The Ritz Carlton* and *JW Marriott hotels* and 224 luxury condominiums – The Ritz Carlton Residences at L.A. LIVE – all in a single tower) , the GRAMMY Museum, a 14-screen Regal Cineplex, "broadcast" facilities for ESPN along with entertainment, residential, restaurant and office space.

L.A. LIVE is rapidly becoming the region's most in-demand and busiest hospitality locations featuring 260,480 sf of conference center and ballroom facilities, world-class restaurants including the ESPN Zone, Farm of Beverly Hills, Flemings Steak House and Wine Bar, Katsuya, Lawry's Carvery, New Zealand Natural Ice Cream, Rock 'N Fish, Rosa Mexicano, Starbucks, Trader Vic's, Yard House, Wolfgang Puck Bar and Grill and others, a 100,000 sf special events deck, the famous Lucky Strike Lanes and Lounge, the celebrity owned Conga Room, a one-of-a-kind GRAMMY Museum, saluting the history of music and the genre's best know awards show all centered around Nokia Plaza L.A. LIVE, a 40,000 sf outdoor event space.

With NOKIA Theatre L.A. LIVE and Nokia Plaza coming on-line in October, 2007, and the hotel, residential and cinema components due to open in first quarter, 2010, all of the remaining venues and properties are now open to the public daily.

ABOUT AEG

AEG is one of the leading sports and entertainment presenters in the world. AEG, a wholly owned subsidiary of the Anschutz Company, owns or controls a collection of companies including facilities such as STAPLES Center (Los Angeles, CA), The Home Depot Center (Carson, CA), Prudential Center (Newark, NJ), Sprint Center (Kansas City, MO), Citizen's Business Bank Arena (Ontario, CA), The Rose Garden (Portland, OR), WaMu Theatre (Seattle, WA), XL Center (Hartford, CT), El Rey Theatre (Hollywood, CA), Colosseum at Caesars Palace (Las Vegas, NV), Target Center (Minneapolis, MN), Rentschler Field (Hartford, CT), NOKIA Theatre Times Square, NOKIA Theatre at Grand Prairie, Acer Arena (Sydney, AU), Beijing Olympic Basketball Arena, Color Line Arena (Hamburg), O2 World arena (Berlin) and The O2, a 28-acre development located in the eastern part of London along the Thames River which includes a 20,000-seat arena and over 650,000 sf of leisure and entertainment use; sports franchises including the Los Angeles Kings (NHL), Manchester Monarchs (AHL), Reading Royals (ECHL), Houston Dynamo and Los Angeles Galaxy (MLS), two hockey franchises operated in Europe, the Hammarby (Sweden) Futbol Club and management of privately held shares of the Los Angeles Lakers; AEG Facilities, a stand-alone affiliate that operates or consults with more than 90 of the industries preeminent venues worldwide; AEG Merchandising, a multi-faceted merchandising company; AEG Creative, a full-service marketing and advertising agency and AEG Global Partnerships, a division responsible for worldwide sales and servicing of sponsorships naming rights and other strategic partnerships and AEG Sports, owners and operators of sports properties and events throughout the world..

AEG LIVE, one of the world's leading concert promotion and touring companies, with thirteen regional offices, is comprised of stand-alone affiliate divisions devoted to all aspects of live entertainment including: AEG LIVE Events, creators and producers of special events of all sizes; AEG-TV, creators of live events for television, DVD, pay-per-view, cinema and other electronic media; and AEG LIVE Tours & Special Events, Concerts West, Goldenvoice, The Messina Group and AEG Exhibitions, the company's national entertainment promotion and touring divisions. AEG LIVE is currently overseeing two international museum tours of the artifacts of King Tut: "Tutankhamun and the Golden Age of the Pharaohs" and "Tutankhamun: The Golden King and the Great Pharaohs," and produced *Celine Dion A New Day...Presented By Chrysler*, a spectacular theatrical production starring Dion and directed by Franco Dragone which just concluded an unprecedented five-year "residency" at The Colosseum at Caesars Palace in Las Vegas. AEG Live co-produces the *New Orleans Jazz & Heritage Festival* and Goldenvoice, the company's southern California-based regional promotion division created and operates the award winning annual *Coachella Valley Music & Arts Festival*.

For more information visit AEG at www.aegworldwide.com or contact mroth@aegworldwide.com.

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