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**WORLD-RENOWNED DESIGN PURVEYOR, MOSS, TO  
DEBUT AT SBE'S UPCOMING  
SLS HOTEL AT BEVERLY HILLS**

***New Retail Concept Integrates Seamlessly into the Hotel Experience***

(LOS ANGELES, CA – December 7, 2007) – **SBE** today announced that renowned retailer and design vanguard **Moss** will premiere an exciting and unprecedented retail concept, in collaboration with noted designer Philippe Starck at the **SLS Hotel at Beverly Hills**. Scheduled to open in Fall 2008, SLS Hotel at Beverly Hills will be the first property in the luxury SLS Hotels brand and will be managed by Starwood Hotels & Resorts Worldwide, Inc., as part of The Luxury Collection.

The engaging “shop without walls” concept will flow throughout the hotel’s public lobby, to be called The Bazaar, a dynamic marketplace which will combine a plethora of extraordinary options for dining, cocktails and lounging -- all in one sweeping, Starck-designed environment. Items will be displayed in a series of free-standing cases placed throughout the lobby, each customized to showcase a particular selection of the vast array of objects Moss has amassed. Completely integrated into The Bazaar’s dining, lounge and

bar areas, Moss' "floating emporium" will allow for boundary-free flow between dining, lounging and shopping -- offering SLS guests a truly unique retail experience.

The concept was developed by Moss founders Murray Moss and Franklin Getchell along with Starck and SBE Chief Creative Officer Theresa Fatino. It has its roots in the lobby vitrines of last-century Europe's Grand Hotels, World's Fair displays of the 19<sup>th</sup> century, 18<sup>th</sup> century noble *cabinets de curiosités*, and even the traveling puppet theatres of rural England. Specialized, highly conceptual vitrines within a popular space, offering a range of extraordinary products, represents an extension into new territory for Moss, which has been described by The New York Times as "the best design store in America."

"The collaboration between SBE, Moss and Starck is a true three-way meeting of the minds," commented SBE's Fatino. "Murray and Franklin are creating a unique retail concept which compliments Philippe's design vision as well as responds to the specific branding and concept strategy for SLS. Moss at SLS will introduce a shopping experience that no hotel has seen before."

"Murray and I are thrilled to finally work on something big with Starck," added Getchell, Co-owner and President of Moss. "We've been exploring possibilities for years and, when SBE brought this to us, we knew it was the perfect project. It brings together the best of what we each do, to create an entirely new something else. 'Liquid retail,' as we are imagining it, can only work with an extreme integration of design and concept."

Scheduled to open in fall 2008, SLS Hotel at Beverly Hills will offer an entirely new paradigm for the luxury hotel experience and teams some of the most creative talents in the world today including designer Starck, culinary innovator José Andrés, and the hospitality industry expertise of SBE. The property joins SBE's expanding roster of hotels which includes Miami's **Ritz Plaza**, which is currently being redeveloped for reopening in late 2009, and Las Vegas' famed **Sahara Hotel & Casino**, which SBE acquired in August 2007 in partnership with Stockbridge Real Estate Funds. For more information on SLS Hotels and SBE, visit [www.sbe.com](http://www.sbe.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.

**ABOUT MOSS**

Opened in 1994 as an industrial design store, and quickly evolving to also encompass Studio work, Moss has continuously mounted exhibitions on its SoHo, New York campus which bridge the domains of art and design. Working both with manufactories - ancient and new - as well as directly with international contemporary design studios, Moss has collaborated with such venerable Houses as Porzellan-Manufaktur Nymphenburg, Germany; Sevres, France; J&L Lobmeyr and Swarovski, Austria; and Venini, Italy, as well as with the Studios of Fernando and Humberto Campana, Brazil; Tord Boontje, France; Maharam, USA; Hella Jongerius, Maarten Baas, and Claudy Jongstra, the Netherlands; and most recently, Studio Job, Belgium. In 2006, Moss opened Centovini, an Italian restaurant. In 2007, Moss opened its first gallery outside of New York, on Melrose Avenue in Los Angeles. In addition, Moss exhibits in Design Miami during Art Basel each December.