



SBE LAUNCHES “SBE FOR HAITI” CHARITABLE PLATFORM TO RAISE FUNDS FOR RELIEF AID

“SBE for Haiti” Activated in Connection with Global Green USA and Donates a Percentage of all Dining and Nightlife Profits from SBE Properties

(Los Angeles, CA) – January 25, 2010 – Los Angeles based, [SBE](#), a leading luxury hotel, restaurant, nightlife and event company, today announced the launch of “SBE for Haiti,” a charitable platform driven to raise funds for Haiti relief aid. Through this campaign, SBE is encouraging its employees, partners, vendors and guests to contribute to “SBE for Haiti” and will be matching 100% of all employee contributions. Additionally, SBE will donate a percentage of all profits from their restaurant and nightlife properties to the cause.

To activate this initiative, SBE has partnered with [Global Green USA](#), who will be working to rebuild Haiti and ensure that disaster resistant, healthier, energy efficient housing, schools and other structures appropriate for Haiti are built in the months ahead, applying their expertise and leadership garnered in the green rebuilding of New Orleans. Funds raised will directly support the green rebuilding of Haiti, as well as help to provide “sustainable” aid for lighting and water purification that can assist in the long recovery from this humanitarian crisis. To make the process as simple as possible, SBE has launched [www.SBE4Haiti.com](#) as a secure location for processing donations, as well as allowing patrons and guests to contribute at its dining, nightlife and hotel properties.

“With Haiti weighing heavily in the hearts and minds of millions, the tragedy has affected our global community,” said Sam Nazarian, SBE’s Founder and CEO. “As a result, we’re committed to doing everything in our power to make a difference and with ‘SBE for Haiti’ we and our customers are able to do just that.”

“SBE for Haiti” will run from January 25 through January 31, 2010. For more information on “SBE for Haiti” please visit [www.SBE4Haiti.com](#).

For more information on Global Green’s efforts in Haiti please visit [www.GlobalGreen.org](#).

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