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SBE PROUDLY UNVEILS “INDUSTRY”
THE LATEST NIGHTCLUB EXPERIENCE IN THE SBE COLLECTION

Occupying the Former AREA Venue, INDUSTRY Opens Following Renovations and Features an Array of Innovative Design Features Including a Walk-Up Gourmet Burger Bar

(Los Angeles, CA) – March 2, 2010 – Los Angeles based luxury hospitality and development company, SBE, announces the March 6th grand opening of INDUSTRY, the latest addition to the SBE Collection. Following an extensive renovation, INDUSTRY now occupies the venue formerly known as AREA, which has played host to some of Hollywood’s highest profile nightlife events for over three years. The new INDUSTRY – located at 643 N. La Cienega Boulevard, Los Angeles, CA – features an impressive range of nightlife and design amenities that further reinforce SBE’s commitment to innovating hospitality.

INDUSTRY conveys a nightlife experience that embodies the eclectic, yet unmistakable style of those unique individuals who define contemporary culture in Los Angeles. Blending modern decor with stunning art deco touches, INDUSTRY presents a meticulous design concept that features an expansive dance floor, spacious private tables connected seamlessly by the flow of the club’s layout and state-of-the-art audiovisual and lighting designs throughout.

“Los Angeles is by no means a one industry town,” says Sam Nazarian, SBE’s Founder and CEO. “With INDUSTRY we’ve created an exclusive nightlife experience that’s reflective of that theme, and appeals to those individuals whose professional influence continues to define culture and style.”

“Once inside, INDUSTRY immediately propels guests into an enlivening rush of movement and energy,” added Costas Charalambous, SBE’s SVP of Operations – Nightlife. “Contrasting the Hollywood norm, INDUSTRY is not a place to just people watch, it’s a place for an exclusive group of individuals to shed the stresses of their respective industries and have the time of their lives.”

Highlighted features of INDUSTRY’s main room include a concealed indoor-outdoor space, multiple full-service bars, plush oversized booths with premium bottle service and open dance floors adorned with performance poles. Adding an element of mystery to the experience is a series of spaces connected to the main area accessible only by those “in the know”.

Reminiscent of a scene from *Goodfellas*, the exclusive spaces reveal a walk-up gourmet burger bar with late night food service, and private rooms with signature amenities and specialty cocktails such as *Cucumber Watermelon Margaritas* and *White Blueberry Cosmopolitans*. INDUSTRY’s layout provides an ideal venue for private events, which can be made by reservation.

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In addition to its hotel and restaurant properties, SBE has a Nightlife portfolio that currently consists of five nightclub venues in addition to INDUSTRY, including MI-6, The Abbey Food & Bar, and three Hyde Lounge locations (Hollywood, Staples Center and Mammoth Mountain).

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, Restaurants, Nightlife, Real Estate & 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 trendsetting restaurant and nightlife concepts, which currently include 4 Katsuya locations (Hollywood, Brentwood, LA LIVE, Glendale), XIV by Michael Mina, The Bazaar by José Andrés, Gladstone's, MI-6, 3 Hyde Lounge locations (Hollywood, Staples Center, Mammoth Mountain), The Abbey Food & 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 which has won international acclaim and numerous awards. Also in the SBE Hotel collection are Miami's Ritz Plaza Hotel, Las Vegas' Sahara Hotel & Casino, which will both undergo redevelopment and Four Points by Sheraton LAX. More information about SBE can be obtained at sbe.com.

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