



***FOR IMMEDIATE RELEASE***

**SBE UNVEILS “THE COLONY” AS THE WINNING NAME IN COMMUNITY-WIDE CONTEST TO BRAND ITS NEXT PREMIER HOLLYWOOD NIGHTCLUB**

*Winning Name Selected from Over 4,000 Entries*

**(Los Angeles) – April 8, 2010** – Los Angeles-based luxury hospitality and development company, SBE, today announced THE COLONY as the winning name in its community-wide contest to brand its new premier Hollywood nightclub. Selected from over 4,000 entries, the Hamptons-inspired THE COLONY will occupy the space formerly home to the renowned White Lotus.

The winning name was submitted by Mark Fisher of Southern California, earning him \$1,000 and VIP access to THE COLONY’s grand opening event, as well as the prestige of making a lasting mark in LA’s nightlife scene.

“A key element behind the success of our nightlife experiences is drawn from communicating directly with our clientele,” said Sam Nazarian, SBE’s founder and CEO. “With the naming contest we took that approach to the next level by reaching out to the community and making the process collaborative, and we couldn’t be more pleased with the result.”

THE COLONY represents the next evolution of the definitive SBE nightlife experience. Embodying the spirit of the exclusive Hamptons’ lifestyle, the approximately 13,000 square foot space will be the largest nightlife venue in the SBE Collection, joining hotspots INDUSTRY, MI-6, Hyde Lounge on the famed Sunset Strip, Hyde Lounge at Staples Center and Hyde Lounge at Mammoth Mountain.

Aesthetics of THE COLONY include a seamless indoor-outdoor space, wood-plank floors for a boardwalk feel, an expansive and meticulously landscaped outdoor environment, oversized wood shutters, a spacious dance floor, and inviting cabanas all in the comfort of a beautiful and cozy Hamptons beach house setting.

Beginning in early March, contestants were invited to log onto [www.nameyourclub.com](http://www.nameyourclub.com) to submit their suggested names for a chance to win. SBE decided upon the winning name following an internal selection process.

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**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 trend-setting 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, INDUSTRY and THE COLONY. 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 [www.sbe.com](http://www.sbe.com).

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