



FOR IMMEDIATE RELEASE

**SLS HOTEL AT BEVERLY HILLS, A LUXURY COLLECTION HOTEL
TO FEATURE CUSTOMIZED BECKER JETVANS®,
PROVIDING VIP GUESTS WITH THE ULTIMATE IN LUXURY,
COMFORT AND TECHNOLOGY**

Stylized Luxury Passenger Vans Will Offer a Seamless Luxury Hotel Experience

LOS ANGELES, CA, July 24, 2008 – SBE announced today that it has commissioned Oxnard, CA-based Becker Automotive Design to provide exclusive **Becker JetVans** for its first-ever SLS property, the 297-room **SLS Hotel at Beverly Hills**, a Luxury Collection Hotel, scheduled to open in November 2008. A new generation Mercedes Benz passenger van, the hotel's two new \$300,000 Becker JetVans will transport the hotel's VIP guests in ultimate luxury, comfort and style – whether it be from the airport or throughout the city to SBE's collection of renowned restaurants and nightspots. These customized vans are derived from Mercedes-Benz vehicles, featuring the most advanced safety and low emission "green" turbo diesel technologies while offering passengers the finest in interior design appointments and latest in high-tech conveniences.

Renowned for their custom-designed and innovative product, Becker Automotive Design has produced specialty vehicles for distinguished dignitaries, royalty, celebrities, business leaders and five-star properties in over 15 countries around the world. Becker JetVans were recently named "Best Multi-Passenger Vehicle" in the 20th annual "Best of the Best" June 2008 issue of *Robb Report Magazine*.

The new Becker JetVans will make their debut at SLS Hotel at Beverly Hills, which features a Philippe Starck design and signature culinary program by renowned chef José Andrés. Introducing dynamic new concepts for dining and guest services, SLS will provide an evolved luxury hospitality experience for today's evolved traveler. Having teamed with some of the world's most talented minds

and companies in design, cuisine, wellness and service, SBE has created in SLS a spectacular and sophisticated hotel brand.

“Traveling to and from a destination should not be complicated or stressful,” said Sam Nazarian, SBE’s Founder and CEO. “We want our VIP guests to begin the SLS experience from the moment they step on board the new Becker JetVans, elevating the ground transport experience to a new level. Many luxury hotel properties provide their guests with great comfort within their properties, but very few deliver on promising them a seamless and comfortable transfer service.”

“We feel that SLS will introduce a new kind of luxury hotel product to Los Angeles, and we wanted to provide their VIP guests with a memorable transport experience that will complement their entire stay,” stated Howard Becker, President, Becker Automotive Design. “Sam has created a unique design vision for SLS Hotels moving forward, and knows that we can deliver in providing his guests with the same high standards of excellence as his other strategic partners.”

The new SLS Becker JetVans include a host of features and appointments:

- Custom aerodynamic exterior styling enhancements
- A private jet interior design, including custom LED lighting, colors duplicating the Mercedes-Benz Maybach 57 and styling cues by Philippe Starck, in line with the SLS aesthetic
- Electric sliding side entry doors
- Ample stand-up room for taller individuals (up to 6’2”)
- Interiors offer the finest in European leathers, wool carpeting and Black Piano wood treatments
- A rear compartment with seating for up to eight full-sized VIP guests, with privacy behind electric limousine center divider partition and adjustable curtains for all rear windows
- Reclining center row VIP electric seats with aviation-type first-class electric leg rest extensions
- 40” LCD high-resolution video monitor, displaying DVD movies, satellite TVs, and Internet, all encompassed with a high-fidelity music system
- High-speed mobile Internet on board, providing accessibility to multiple passengers’ laptops
- Custom ride suspension improvements, air conditioning and fresh air filtration systems
- On board beverage service, with liquor available for rear seated guests

SLS Hotel at Beverly Hills will be operated under a management agreement with **Starwood Hotels & Resorts Worldwide, Inc.**, as part of **The Luxury Collection Hotels & Resorts**, a glittering ensemble of more than 65 of the world’s finest hotels and resorts in more than 26 countries around the world.

SLS Hotel at Beverly Hills joins SBE's expanding roster of hotels which includes Miami's **Ritz Plaza** which the company is currently redeveloping for opening in late 2009, and Las Vegas' famed **Sahara Hotel & Casino**, which will undergo a complete reinvention for completion in 2011.

SBE's launch of SLS Hotels, combined with its already successful development and operation of some of the country's hottest restaurants and nightclubs, represents an incredible synergy that no other company can match. SBE's **Katsuya, Foxtail, Hyde Lounge, S Bar, Area**, and **The Abbey** have all become wildly popular destinations for Los Angeles' A+ list, and additional U.S. locations for these brands are already in the works, including outposts at future SLS properties. SLS guests will thus be able to enjoy not only incredible hotels but also fantastic restaurants and nightclubs, and receive VIP treatment and preferential access at each establishment.

For more information on SLS Hotels, visit www.slshotels.com, and for information on The Luxury Collection, visit www.luxurycollection.com. For more information on Becker JetVans, visit www.beckerautodesign.com

MEDIA CONTACTS:

For SLS:

Mark Ricci / Jennifer Styles
Harrison & Shriftman
917-351-8687 / 310-855-1600
mricci@hs-pr.com / jsytles@hs-pr.com

For Becker JetVans:

Howard Becker
805-487-5227
howard@beckerlimos.com



***High-resolution photos are available on request

ABOUT SBE

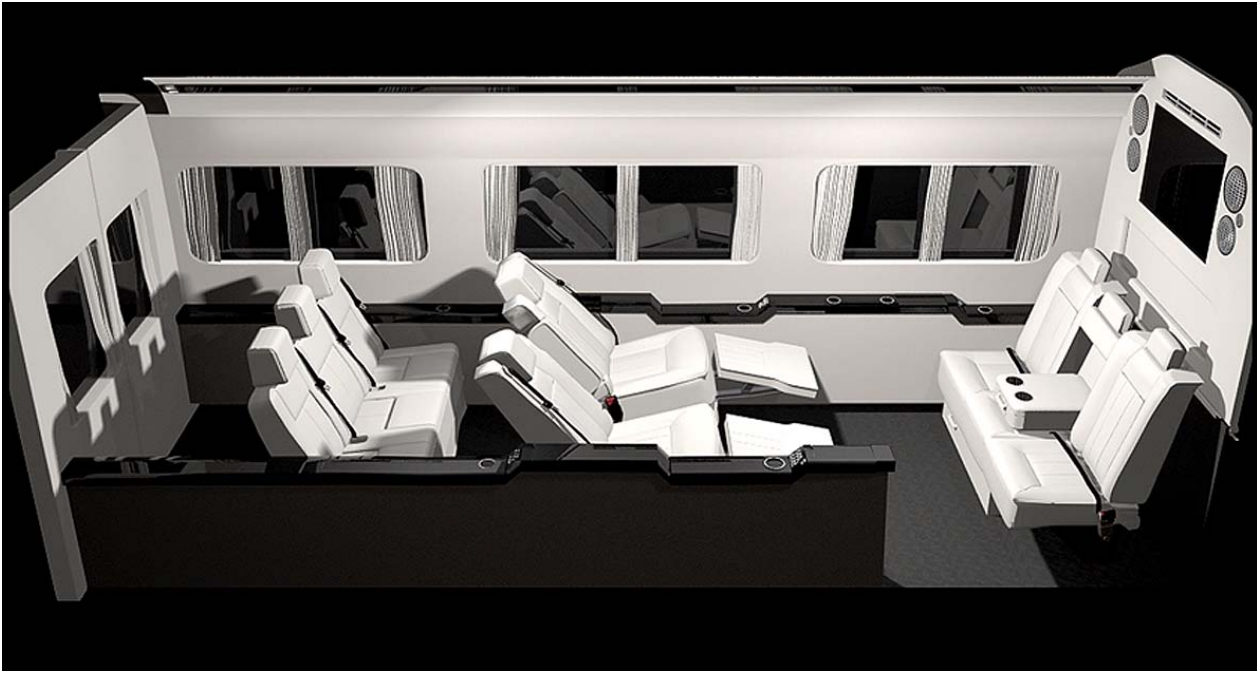
Founded in 2002, the Los Angeles-based SBE brings exquisite balance to the worlds of hospitality, real estate development and independent film production. As a privately held company founded and helmed by CEO Sam Nazarian, SBE acquires, develops and manages exceptional projects through its divisions – 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.

The Luxury Collection Hotels & Resorts

The Luxury Collection® is a selection of hotels and resorts offering unique, authentic experiences that evoke lasting, treasured memories. For the global explorer, The Luxury Collection offers a gateway to the world's most exciting and desirable destinations. Each hotel and resort is a unique and cherished expression of its location; a portal to the destination's indigenous charms and treasures. Magnificent décor, spectacular settings, impeccable service and the latest modern conveniences combine to provide a uniquely enriching experience. Today, The Luxury Collection is a glittering ensemble of more than 65 of the world's

finest hotels and resorts in more than 26 countries in bustling cities and spectacular destinations around the world. The Luxury Collection includes award-winning hotels that continuously exceed guest expectations by offering unparalleled service, style and class in some of the most desired destinations in the world. Most recently, Mystique, a Luxury Collection Resort, was honored with the 2008 Travel + Leisure Design Award for Best Small Resort in the world. All of these hotels, many of them centuries old, are internationally recognized as being among the world's finest. For more information, please visit www.luxurycollection.com.





Interior of SLS Becker JetVan



Exterior of SLS Becker JetVan