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SLS HOTELS ANNOUNCES PARTNERSHIP WITH TECHNOGYM

SLS Hotel at Beverly Hills to be First Hotel in the World to Debut the KINESIS PERSONAL Exercise Equipment in Seven “Fitness Suites”

(Los Angeles, CA – October 25, 2007) – SBE and its hospitality division announced today the signing of a partnership agreement with leading Italian fitness training equipment manufacturer, Technogym. Under the agreement, SLS’ first property, *SLS Hotel at Beverly Hills*, will feature the new Kinesis Personal equipment in seven “Fitness Suites” as well as incorporate their industry-leading products into the hotel’s fitness areas when the hotel opens in Fall 2008.

This will be the first time ever, anywhere in the world, that the company’s recently-introduced Kinesis Personal systems will be available for hotel guests. Technogym’s innovative high-end design, progressive technology and dedicated focus on human well-being create an ideal pairing with the Philippe Starck-designed luxury hotel brand’s commitment to absolute innovation and the highest standards.

Seven SLS guest suites will feature Technogym’s Kinesis Personal series, which integrate perfectly into the suites’ design, allowing guests to perform over 200 exercises in less than one square meter in the privacy of their own room. Ushering in a new era of home training and wellness and elegantly designed, Kinesis Personal is made for coordinated movements using resistance to build strength,

flexibility and balance. Specialized Kinesis trainers will be available on call to hotel guests looking to enhance their in-room exercise program.

“Technogym’s appreciation for sophisticated design and well being is very much in line with our overall vision for the SLS brand,” commented SBE CEO Sam Nazarian. “Their cutting-edge fitness systems will be a crucial component in offering our SLS guests the best hotel experience imaginable.”

“Having SLS Hotels as a premier display of Technogym’s most sophisticated equipment to date is a very exciting endeavor for us,” adds Technogym President and Founder Nerio Alessandri. “SBE is a true innovator in the hospitality world and we are thrilled to play a part.”

In addition to the fitness suites, multiple pieces of Technogym’s innovative Excite Series of cardiovascular and strengthening equipment will be featured in SLS Hotels’ gyms. This new generation of cardiovascular equipment integrates an iPod docking station - allowing users to download music and videos to the system’s 15” Samsung LCD monitor (which also allows TV viewing).



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 TECHNOGYM

Founded by Nerio Alessandri who developed his first piece of equipment in 1983, Technogym today is the leading provider of premium fitness appliances in Europe, Asia and South America with a strong commitment to promoting a better lifestyle through regular physical activity, a healthy diet and a positive mental approach. Technogym’s production embraces three main product lines (training in the gym, at home and for rehabilitation) with additional services catering to all market sectors from private homes to hotels and spas. Technogym was the official fitness equipment supplier for the 2000 Sydney and 2004 Athens Olympic and Paralympic Games, the 2006 Torino Winter Olympic Games and the 2006 Doha Asian Games; and will be the official supplier for the Beijing Olympic Games in August 2008. Additional information on Technogym can be found at www.technogym.com.