



CONTACT:

Amy Zvi/Raluca State

BNC PR

310-854-4800

azvi@bncpr.com/rstate@bncpr.com

**SBE UNVEILS 'S BAR,' THE LATEST ADDITION
TO ITS EXPANDING NIGHTLIFE COLLECTION**

**Philippe Starck-Designed Hollywood Lounge to be a Chic New
Neighborhood Destination for the Revitalized Area**

LOS ANGELES, Calif. (September 11, 2007) – Los Angeles' luxury hospitality leader, SBE Entertainment and its division SBE Restaurant & Nightlife Group, have announced their latest nightlife destination, **S Bar** – an exciting new bar and lounge opening this October in the heart of Hollywood. Located at the intersection of Hollywood Boulevard and Vine Street, S Bar will be adjacent to SBE's new Katsuya Hollywood, the second location from one of Los Angeles' most iconic sushi chefs, Katsuya Uechi, which also opens in October.

Developed by SBE CEO Sam Nazarian and Brent Bolthouse, the duo behind legendary hotspots Hyde Lounge and Area, S Bar is at the very forefront of the surging revitalization of the Hollywood neighborhood. S Bar's interiors were conceived by world-renowned designer Philippe Starck, with whom SBE has a multi-year exclusive for hotels, restaurants and nightclubs in North America, the Caribbean and Mexico.

The ambience of S Bar evokes the urban, eclectic style of an artist's warehouse gallery - featuring the sophisticated, signature elements of an SBE venue, including their renowned specialty cocktail program. By incorporating distinctive design with personalized service, a welcoming space, and a

laid-back atmosphere, S Bar is the ideal place for cocktails and socializing any night of the week, for any occasion.

M. Starck, in collaboration with SBE Chief Creative Officer Theresa Fatino, has created a vibrant, bohemian-inspired environment for S Bar, featuring four large-scale photographic canvases depicting the grand spaces of Versailles. The photos, from French photographer Patrick Tourneboeuf's award-winning "The Museum Project," each blanket one entire wall of the S Bar space, creating a dramatic and expansive *trompe l'oeil* effect.

The space is furnished with informal groupings of mismatched 'flea market'-style seating and cocktail tables, and given a distinct modernity by a grand bar and doorways lit in bright neon hues. Master mixologist Ryan Magarian, who has conceptualized cocktail programs for all of SBE's nightclubs and Katsuya restaurants, has developed a specialty cocktail program for S Bar featuring fresh organic juices, herbs, fruits and vegetables – offering a selection of truly unique libations.

S Bar opens in October 2007 and will welcome guests from 8:00 p.m. – 2:00 a.m. nightly. For more information on S Bar or other SBE properties, please visit www.sbe.com.

###

SBE RESTAURANT AND NIGHTLIFE GROUP

SBE Restaurant and Nightlife Group (SBERNG), a division of SBE Entertainment Group, owns and operates Los Angeles' most sought-after restaurant and nightlife destinations. Led by SBE Entertainment CEO Sam Nazarian, SBERNG stays ahead of the curve by constantly creating trend-setting new restaurant and nightlife concepts, as well as reinventing popular destinations within its portfolio for SBE's A-list clientele. Its restaurants, which currently include *Katsuya* and *The Abbey*, integrate world-class chefs, inventive cuisine and stunning design to create truly extraordinary culinary experiences. The nightclubs under the SBERNG umbrella – including the wildly popular Hyde Lounge and Area – deliver cutting-edge entertainment boasting premium bottle service, trained mixologists, the nation's hottest DJs and state-of-the-art sound and lighting. SBERNG's stellar collection of venues continues to expand, with the Fall 2007 openings of *Katsuya Hollywood*, *S Bar* and *Foxtail*, a supper club.

To forward the creative and corporate aims of SBERNG, world-renowned designer Philippe Starck joined forces with SBE in 2005 to develop several destination restaurant and lounge concepts in the United States, Canada, the Caribbean and Mexico. Another integral SBE partnership is with Bolthouse Productions, which harnesses the know-how and expertise of Bolthouse principals, Brent Bolthouse and Jenifer Rosero, who are among the most powerful nightlife impresarios and event producers today.

ABOUT PHILIPPE STARCK

Philippe Starck is widely recognized as the world's leading designer of luxury restaurant, hotel and real estate properties and has established a global "cultural tribe" of devotees. Born in Paris, M. Starck has always sought to introduce love and happiness into our lives by designing objects and settings which illuminate one's passage throughout the day. M. Starck developed his eclectic style at a young age and studied his trade at Ecole Nissim de Camondo, and since as early as 1979, he has introduced fun and stylish designs into everyday products. While many of Starck's masterful creations are exhibited at the world's most prestigious museums, his primary goal has invariably been democratic design - to create smart and useful products that are also beautiful and cutting-edge.

M. Starck's hotels and restaurants punctuate a new imagery of the world: the Delano in Miami, Felix restaurant at The Peninsula Hotel in Hong Kong, the Hudson in New York – and more recently the Faena hotel in Buenos Aires, Bon restaurant in Moscow, and Volar nightclub in Shanghai – have changed the hospitality experience forever. In 2005, he signed an exclusive agreement for North America with SBE Entertainment Group for the design of its restaurants and lounges, which expanded to SBE's hotels in 2006. His first SBE project, Katsuya restaurant in Los Angeles, opened in 2006 and in early 2008, his designs will shape an entirely new paradigm of luxury hotels with SLS at Beverly Hills, the first in the new SLS Hotels brand created by SBE.

M. Starck has received numerous accolades throughout his career such as Grand Prix for Design, the Oscar of the design world; Chevalier de l'Ordre National de la Légion d'Honneur; Compasso d' Oro and many others. Additional information on Philippe Starck can be found at www.philippe-starck.com.