



HOTEL GROUP

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**FOR IMMEDIATE RELEASE**

**SBE HOTEL GROUP ANNOUNCES COLLABORATION WITH  
CULINARY INNOVATOR JOSÉ ANDRÉS**

**Renowned Chef to Oversee All Food & Beverage Concepts for New Luxury SLS  
HOTELS**

**First Property in Los Angeles to be Managed by  
Starwood Hotels & Resorts Worldwide, Inc.**

(LOS ANGELES, CA – March 29, 2007) SBE Hotel Group (SBEHG), a division of SBE Entertainment Group (SBE), announced today a collaboration with José Andrés, the internationally recognized, award-winning chef deemed “the boy wonder of culinary Washington” by *The New York Times*. In this new alliance with SBEHG, Andrés will develop and manage the creation of all food and beverage concepts for the company’s new luxury hotel brand, to be called **SLS HOTELS**, which will debut in 2008 and ultimately include hotel properties in United States, Canada, Mexico and the Caribbean.

SLS HOTELS, whose first hotel property will open in early 2008 in what is currently Los Angeles’ *Le Meridien at Beverly Hills*, is being designed by creative mastermind Philippe Starck under a 15-year exclusive with SBE. Starck’s design, paired with highly personalized five-star service and the culinary artistry and innovation of chef Andrés, will create what promises to be a revolutionary guest experience. To ensure an unparalleled level of

guest service, the first SLS property will be operated under a management agreement with **Starwood Hotels & Resorts Worldwide, Inc.**, under the umbrella of its world renowned *The Luxury Collection*®.

"With José's international flair, creativity and unparalleled reputation for inventive and the finest quality cuisine and restaurant operations, he is a natural fit for the SLS brand," said SBE CEO Sam Nazarian. "His signature touch will add a key element to our luxury guest experience."

Under his collaboration with SBEHG, Andrés and his partner Rob Wilder of THINKfoodGROUP, LLC, will oversee the development of new restaurants, lounges and cafes within the company's SLS luxury hotel properties, as well as bring his expertise and flair to the in-room dining, banquet and meeting spaces. A particularly strong signature of SLS properties will be a pioneering, multi-faceted culinary and bar concept for the hotels' lobby spaces.

"Working with the SBE Hotel Group is a very exciting new challenge for me," said Andrés. "Food and beverage is increasingly playing such a pivotal role within the best luxury hotels around the world and it is a very fulfilling next step for my brand."

Andrés has received a multitude of honors and was voted "Best Chef of the Mid-Atlantic Region" by the venerable James Beard Foundation in 2003 and "Chef of the Year" by *Bon Appetit* in 2004. He is internationally recognized for bringing both tradition and avant-garde Spanish fare to America, earning him the title of Spain's unofficial ambassador to the US and influencing the way Americans eat today. To this end in May 2007, he will be inducted into the Who's Who of Food & Beverage in America, by the James Beard Foundation joining an elite group of restaurateurs for this prestigious recognition. Andrés and his THINKfoodGROUP team have created some of the most renowned Washington D.C. restaurants, including *Jaleo*, *Oyamel*, *Zayinya*, *Café Atlantico* and his critically-acclaimed *minibar by José Andrés*.

SLS HOTELS will offer the utmost luxury, with lively public spaces, private guest check-in, highly personalized and attentive service, and guestrooms which will go beyond the notion of 'interior design' into works of art. As for what the SLS name represents, Nazarian added, "SLS is not an exact acronym for anything in particular. Most importantly, it is a name that will become synonymous with timeless elegance, intelligence, humanity, discovery and a completely novel guest experience."

A crucial component of the SLS brand is its unique partnership with the trend-setting Starck, and the SBE hotel properties will be the first truly luxury hotels that Starck has designed in North America, having completely redefined every aspect of the hotel experience in the 1990s and spurred the 'boutique hotel' movement which has now permeated every corner of the industry.

"This new relationship with José reflects our commitment to developing the most unique luxury properties in the industry," said Nazarian. "Working with a chef of this caliber and a designer like Philippe Starck clearly demonstrates our vision for SLS – to become the most innovative, luxurious, service-driven hotel brand in the world."

For more information on SBE Hotel Group and/or SBE Entertainment Group, visit [www.sbeent.com](http://www.sbeent.com).



### **ABOUT JOSÉ ANDRÉS**

Widely credited with bringing the small plates (Tapas) concept to the United States, José Andrés is a native of Spain who descended upon the Washington, D.C. culinary landscape in 1993 at *Jaleo*. Andrés went on to neighboring *Café Atlantico* and *Zaytinya* before launching his namesake six-seat "restaurant within a restaurant," *minibar by José Andrés*, at *Café Atlantico* in 2003. Since then, he has opened a third *Jaleo* and *Oyamel*, and launched THINKfoodTANK, an institution devoted to the research and development of ideas about food. Andrés has received numerous accolades for his work, including *Bon Appetit's* Chef of the Year award in 2004, *Food & Wine's* "35 Under 35" tastemakers list (2004) and *Saveur's* "2004 Saveur 100 List". In 2003, Andrés won the James Beard Foundation's "Best Chef of the Mid-Atlantic Region" award and in 2005, released his first cookbook, *Tapas: A Taste of Spain in America*, as well as his popular international cooking show "Vamos a cocinar," on Television Española. In 2007 he was inducted into Who's Who of Food & Beverage in America, by the James Beard Foundation

### **ABOUT SBE HOTEL GROUP**

SBE Hotel Group (SBEHG) continues to develop and expand its diverse hotel portfolio by creating strategic partnerships with the world's top design talents and the most reputable and quality-oriented development and management firms in the United States. In April 2006, SBEHG signed a 15-year exclusive agreement with renowned designer, Philippe Starck, for the creation of a new luxury hotel brand, SLS, to debut in early 2008. The first property in the SLS brand will debut in what is currently Los Angeles' *Le Meridien at Beverly Hills*, which SBE acquired in November 2005. Starck is also masterminding the design for the complete renovation of SBE's Ritz Plaza hotel in South Beach, which will reopen in mid-2008. In March 2007, SBE entered into an agreement to acquire Las Vegas' famed *Sahara Hotel & Casino*, with partner Stockbridge Real Estate Funds. SBE CEO Sam Nazarian also has a long-standing relationship with the Kor Group, and in a partnership with its Kor Hotel Group, has holdings that currently include six hotels totaling more than 1700 rooms in Los Angeles, Palm Springs and the Caribbean.

### **ABOUT SBE ENTERTAINMENT GROUP**

Founded in 2002, the Los Angeles-based SBE Entertainment Group (SBE) brings exquisite balance to the interrelated worlds of modern hospitality, real estate development and independent film production. As a privately-held parent organization founded and helmed by CEO Sam Nazarian, SBE acquires, develops and manages exceptional projects through its specialized subsidiaries – SBE Hotel Group, SBE Restaurant Group, Bolthouse Productions, SBE, SBE Real Estate Group and Element Films. With a mission to redefine standards of excellence and innovation, Nazarian and his team draw on a wealth of institutional expertise and entrepreneurial know-how to create valuable synergies and unique alliances between these divisions, providing a complete lifestyle experience for SBE clients, whether they are staying in SBE properties, dining at SBE restaurants or enjoying Element films. The result: quality products rich in detail and originality, each created for a discriminating and diverse clientele.

