

## Sbe and Bellagio Bring Award-Winning Hyde Lounge to Las Vegas

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Hyde Lounge Bellagio Marks Highly Anticipated Debut of sbe Nightlife in Las Vegas

LOS ANGELES, March 1, 2011 /PRNewswire/ -- sbe, an industry-leading hospitality, real estate development and lifestyle company, and Bellagio Resort & Casino, the world's preeminent hospitality brand, today announced the expansion of the award-winning Hyde Lounge nightlife brand into the Las Vegas market.

Occupying the Fontana Bar location and overlooking the iconic Fountains of Bellagio, Hyde Lounge Bellagio will mark the first-ever nightlife experience in Las Vegas from sbe and globally acclaimed design icon Philippe Starck. sbe Founder, Chairman and CEO Sam Nazarian will collaborate with Bellagio to deliver this spectacular 12,000 square foot, indoor/outdoor venue, set for a New Year's Eve 2011 grand opening.

"The move to bring the Hyde Lounge brand to Bellagio underscores the dynamic partnership forged between sbe and MGM Resorts International," said Sam Nazarian. "Together we've secured one of Vegas' most prestigious locations, and will usher in a new and definitive chapter in nightlife on The Strip."

Randy Morton, President & COO of Bellagio, said, "Bellagio is committed to offering our guests the very best in hospitality and entertainment; this partnership with Hyde Lounge Bellagio reinforces that in uncompromising fashion. Hyde Lounge will introduce our guests to an entertainment experience that is unrivaled not only in Las Vegas, but worldwide."

Since opening in 1998, the AAA Five Diamond Bellagio has established a new standard for inspired elegance and luxury hospitality. Hyde Lounge Bellagio will offer the resort's only seamless indoor/outdoor nightlife venue, evoking the legendary nightclubs of St. Tropez such as La Caves and Billionaires Club.

sbe and Philippe Starck have tapped award-winning Icelandic architect/designer Gulla Jonsdottir, of Los Angeles-based G+ Design, to collaborate with Starck in conceptualizing and executing the vision for Hyde Lounge Bellagio. Jonsdottir's most recent projects include the lauded Red O restaurant in Los Angeles, which Esquire magazine

named "Best Design" in November 2010, and Hollywood's hottest new nightclubs, MyStudio and Roxbury.

Just as Bellagio has become the market leader and trendsetter in Las Vegas, Hyde Lounge has also experienced a similar rise to prominence in Southern California. Beginning with Hyde Lounge Hollywood, sbe has expanded the brand to include locations at Staples Center in Downtown Los Angeles, at Mammoth Mountain and Hyde Beach, coming to South Beach, Miami in 2012.

Hyde Lounge Bellagio will operate as an exclusive lounge until 10 PM and then dramatically transform into a nightclub. The renovations will expand the size of the terrace with gorgeous views overlooking the Fountains of Bellagio. Additionally, Hyde Lounge Bellagio will feature sbe's award-winning mixology program.

Construction of Hyde Lounge Bellagio will begin at the end of May 2011, coinciding with an upcoming renovation to Hyde Lounge Hollywood. Both renovations are scheduled for completion in December 2011.

For more information, please visit [www.sbe.com](http://www.sbe.com).

## **ABOUT BELLAGIO**

Inspired by the beautiful villages of Europe, the AAA Five Diamond Bellagio overlooks a Mediterranean-blue, eight-acre lake in which fountains perform a magnificent aquatic ballet choreographed to music and lights. Within Bellagio are award-winning dining experiences including two AAA Five Diamond restaurants, Julian Serrano's Picasso and Le Cirque from the renowned Maccioni family. The resort's retail promenade, Via Bellagio, includes the luxury shops of Giorgio Armani, Gucci, Tiffany & Co., Prada, Fred Leighton, Chanel, Dior, Yves Saint Laurent and Fendi. A world-class art gallery, the exquisite Conservatory & Botanical Gardens, the stunning "O" by Cirque du Soleil®, a luxurious spa and salon and an elegant casino all add to the extraordinary Bellagio experience. Bellagio is a wholly owned subsidiary of MGM Resorts International™. For more information and reservations, visit the Web site at [www.bellagio.com](http://www.bellagio.com), or call toll free at (888) 987-6667.

## **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, Downtown at LA LIVE, Glendale, Laguna Beach), XIV by Michael Mina, The Bazaar by Jose Andres, Cleo, Gladstones, 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. Most recently, sbe launched its second hotel brand, The Redbury, located in the heart of Hollywood. Also in the sbe Hotel collection are Miami's Ritz Plaza Hotel, Las Vegas' Sahara Hotel & Casino and Four Points by Sheraton LAX. More information about sbe can be obtained at [www.sbe.com](http://www.sbe.com).

SOURCE sbe and Bellagio

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