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**FOR: KATSUYA BY S+ARCK LAGUNA BEACH**  
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**KATSUYA BY S+ARCK LAGUNA BEACH TO HOST RIBBON CUTTING CEREMONY ON JULY 25, 2011 WITH PROCEEDS BENEFITING BOYS & GIRLS CLUB OF LAGUNA BEACH**

*Laguna Beach Mayor Toni Iseman to commemorate launch of lunch service,  
Boys & Girls Club of Laguna Beach to receive 50% of sales*

(Laguna Beach, CA; July 11, 2011) – Following the successful opening of Katsuya by S+ARCK Laguna Beach on July 8, 2011, sbe announced a ribbon cutting ceremony with Laguna Beach's Mayor Toni Iseman on July 25, 2011 to mark the launch of lunch service from 11:30 a.m.-2:30 p.m. daily. In honor of the special event, 50% of all sales during Monday's first lunch service will be donated to The Boys & Girls Club of Laguna Beach.

"We are so grateful to the Laguna Beach community for embracing us since we opened our doors last week," says Katsuya by S+ARCK Laguna Beach General Manager Jenny Morinaka. "To show our appreciation, we want to give back to The Boys & Girls Club so that they may continue to make a positive impact on the lives of Laguna Beach youth."

Located just south of historic downtown, Katsuya by S+ARCK Laguna Beach is situated on South Coast Highway and provides an ideal setting for indoor-outdoor, family-friendly dining. Additional highlights at Katsuya by S+ARCK Laguna Beach include traditional Japanese Robata selections prepared over an open flame, signature cocktails, and a unique kid's menu.

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**ABOUT KATSUYA:** Katsuya by S+ARCK Laguna Beach represents the sixth collaboration between Nazarian, world-renowned creator and designer, Philippe S+ARCK and Master Sushi Chef Katsuya Uechi. Complementing the area's rich culture, lifestyle, and what's widely considered one of the most scenic beach destinations in North America, Katsuya by S+ARCK Laguna Beach blends award-winning cuisine with an enlivening, design-driven aesthetic and welcoming atmosphere.

**ABOUT SBE:** Founded in 2002, Los Angeles-based sbe brings exquisite balance to the worlds of hospitality, real estate development and entertainment. As a privately held company founded and helmed by Chairman and CEO Sam Nazarian, sbe acquires, develops and manages exceptional projects through its divisions – Hotels, Restaurants, Nightlife and Real Estate. With a mission to redefine the standards of excellence in hospitality, 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 North America. 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, which has won international acclaim and numerous awards. In March of 2012, sbe will unveil the SLS Hotel at South Beach in Miami. In 2010, sbe launched its second hotel brand, The Redbury, located in the heart of Hollywood. Also in the sbe Hotel collection are Las Vegas' Sahara Hotel & Casino and Four Points by Sheraton LAX. sbe's Restaurant and Nightlife groups constantly stay ahead of the curve, creating and expanding trend-setting concepts, which currently include 5 Katsuya locations (Hollywood, Brentwood, Downtown at LA LIVE, Glendale and Laguna Beach), The Bazaar by José Andrés, XIV by Michael Mina, Cleo, Gladstones, Papaya King, Mercato di Vetro, 4 Hyde Lounge locations (Hollywood, Staples Center, Mammoth Mountain and Bellagio Hotel & Casino December 31, 2011), The Abbey Food & Bar, Eden, Crimson, MyHouse, MyStudio, The Colony and The Sayers Club. Most recently, sbe established a strategic marketing partnership with MGM Resorts International, which unites MGM's M Life and sbe's Preferred Partner programs. In December 2010, Colony Capital, led by Founder,

Chairman and CEO Thomas J. Barrack Jr., partnered with sbe through a minority investment focused on the national and international expansion of sbe's award-winning hospitality platform. More information about sbe can be obtained at [sbe.com](http://sbe.com).

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