



SBE AND TRILLIST ANNOUNCE PLANS TO DEVELOP SLS ATLANTA HOTEL & RESIDENCES

Luxury Mixed-Use Hotel and Residential Condominium Development Coming to the Heart of Midtown Atlanta

Atlanta, GA – June 7, 2016 - [sbe](#), the Los Angeles-based leading lifestyle hospitality company that develops, manages and operates award-winning hospitality venues, announced plans to debut *SLS Atlanta Hotel & Residences*, strategically located in the epicenter of vibrant Midtown Atlanta. The mixed-use development will mark the first collaboration between sbe and Atlanta-based leading developer [The Trillist Companies, Inc.](#) Sam Nazarian, founder and CEO of sbe, and Scott L. Leventhal, co-founder, President and Chief Executive Officer of Trillist, jointly made the announcement today. The development will break ground in early 2017 with completion anticipated by early 2019.

The highly anticipated development, located in the heart of Midtown Atlanta, will consist of 213 SLS hotel rooms and suites, 56 condominium residences, and a wide range of internationally renowned food & beverage venue options and meeting spaces. Condominium residences will range between 1,600 square feet and 4,000 square feet, and contain a mix of two-, three- and four-bedroom units. In collaboration with Trillist, sbe subsidiary Dakota Development will hold a significant role in developing the design and concept of the property.

SLS Atlanta will be the 14th property in the growing line-up of SLS Hotel & Residences, which will represent over 3,900 hotel rooms and 1,600 residences worldwide by 2019. The latest evolution of the award-winning SLS Hotels residential brand offers unrivaled hospitality service, sophisticated conceptual design and a best-in-class approach to a personalized lifestyle product. The first launch of this new concept will be SLS Brickell Hotel & Residences set to debut in June 2016 in Miami, followed by projects in The Bahamas, Philadelphia, Washington D.C., Argentina and now Atlanta.

“SLS Atlanta Hotel & Residences will be one of the most significant projects in the city of Atlanta, bringing our globally recognized design and service to an underserved luxury residential clientele. Through our top-tier reputation among SLS hotels' dedicated international customer base, this project will further elevate Midtown Atlanta as a top travel destination,” said Nazarian. “We are excited to be partnering with Trillist, which is recognized as a leader in the high-end residential and hospitality sector. Together we will

bring a new luxury lifestyle and hotel experience to a market that is positioned for significant and diversified future economic growth, driven by momentum in the financial services, technology, and film and television production sectors.” There is a tremendous opportunity to generate a new pulse and energy in this incredibly beautiful city. The SLS experience, with its award-winning hospitality and playful aesthetic, is a perfect match.”

“This project will be the achievement of a shared vision to create a personal and intimate experience that incorporates leading edge design with outstanding services that reflect the best of the cultural life of Atlanta,” said Leventhal. “Midtown Atlanta is already home to arts, culture, commerce and superior infrastructure to any other region in the metropolitan Atlanta area, and the addition of this premier mixed-use development will further shine the spotlight on Midtown as an internationally recognized destination. Currently, there is a dearth of high quality, fashion-orientated condominium residences in Atlanta. We expect that residents of this great city will welcome the unique design and engaging environment located within SLS Atlanta; which will set a new standard in mixed-use development.”

The property is ideally located in the center of the arts and cultural district of Atlanta, which includes the Woodruff Arts Center and High Museum of Art, the proposed new home of the Atlanta Symphony. The property is also one block from Midtown Mile, an approximately one mile stretch of Peachtree Street with over 1 million square feet built and to-be-built retail space, envisioned to be comparable to Chicago’s Magnificent Mile. Within two blocks of the property is Piedmont Park, Atlanta’s version of New York City’s Central Park, offering 189 acres of recreational green space.

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About sbe:

sbe is a leading lifestyle hospitality company that develops, manages and operates award-winning hotels, restaurants and nightclubs. Through exclusive partnerships with cultural visionaries, sbe is dedicated to delivering the best in service, design, culinary programming, and entertainment. Already a proven leader in the hospitality and real estate industries, sbe has more than 100 properties currently operating or in development, and is expanding several of its flagship brands including SLS, Hyde and The Redbury, both nationally and internationally. The company will debut a new slate of hotel and residence properties in 2016, including the recently announced Hyde Hotel & Residences and SLS LUX Hotel & Residences. SLS Hotel & Residences will represent over 3,900 hotel rooms and 1,600 residences worldwide by 2019. In addition to its distinctive hotels, sbe’s world-renowned restaurants and lounges include Katsuya, The Bazaar by José Andrés and Hyde Lounge. Founded in 2002 by Executive Chairman and CEO Sam Nazarian, sbe is a privately held company. More information about sbe can be obtained at sbe.com or by downloading the [sbe App](#).

ABOUT TRILLIST:

TRILLIST® was formed for the purposes of developing the most innovative and sought after residential, commercial and mixed-use properties in the United States. Combining over fifty years of proven experience in commercial real estate development, construction management, and strategic investment, Trillist continues to bring forth signature, design-driven properties. With a reputation for developing globally significant architecture, Trillist practices *The Art of Development*SM and *The Art of Living*SM in every aspect of business. Trillist is currently developing *YOO on the Park* in Midtown Atlanta, *Yoo at Metropica* in South Florida with additional YOO branded projects planned throughout the southeastern United States. For more information about Trillist, please visit www.trillist.com.

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