

KATSUYA BY STARCK MAKES ITS DEBUT IN DUBAI

Hollywood Celebrities' Favourite Restaurant Creates Exciting New Dimension In Fine Dining

Dubai, UAE – 10 December 2013: Straight from L.A, Dubai's newest dining destination, Katsuya by Starck, makes its stylish entrance in the UAE this week in the heart of The Dubai Mall. Featuring the dynamic pairing of Master Chef Katsuya Uechi and design icone Philippe Starck, Katsuya by Starck is one of the hottest dining brands in the US.

Combining the finest of traditional and modern Japanese cuisine, Katsuya invites guests to embark on a culinary adventure to the East, while surrounded by the masterful creations of design mogul Philippe Starck. A feast for the senses, guests will be tempted to indulge in a tantalizing selection of the finest Japanese delicacies, while enjoying the exotic flavours of its signature drinks such as the Burning Mandarin. Showcasing a delectable menu, guests can sample Chef Katsuya's culinary specialities, including signature dishes such as Japanese crispy rice with spicy tuna, delicately cut yellowtail sashimi with Jalapeño and miso-marinated black cod.

With a prime location in Dubai Mall, the stunning Japanese restaurant boasts breathtaking views of the iconic Dubai Fountain and is set to become a culinary and style destination in downtown Dubai. The interior of the restaurant is authentically designed, combining the use of natural wood and stone, infused with Japanese design elements to create an exquisite and stylish environment.

"Dubai is a globally iconic destination renowned for its uncompromising culture and style, and debuting Katsuya in the Dubai Mall with Alshaya is something we're extremely proud to be a part of," said sbe Founder, Chairman and CEO Sam Nazarian. "Following our successful Middle East launch in Kuwait last month, we're looking forward to sharing the vibrancy of the Katsuya experience with Dubai's diverse and discerning community for years to come."

"We are very pleased to further expand our partnership with sbe to grow the Katsuya brand within the Middle East," said Mohammed Alshaya, Executive Chairman of M.H. Alshaya Co. "Already established as a dining destination of choice in Kuwait, I am confident that Katsuya will prove equally popular in Dubai."

About sbe

Founded in 2002 by Chairman and CEO Sam Nazarian, sbe is a creative hospitality company that develops, manages and operates award-winning hotels, restaurants and nightlife locations. Through exclusive partnerships with cultural visionaries, sbe is dedicated to delivering the best in design, culinary and entertainment concepts. A leader in the hospitality and real estate

industries, sbe has over 80 properties currently operating or in development, including some of its flagship brands such as: SLS Hotels, Katsuya by Starck, The Bazaar by José Andrés and Hyde Lounge. More information, please visit www.sbe.com or by download the sbe App.

About M.H. Alshaya Co.

M.H. Alshaya Co. is a leading international franchise operator for over 70 of the world's most recognized retail brands, including Starbucks, H&M, Mothercare, Debenhams, American Eagle Outfitters, P.F. Chang's, The Cheesecake Factory, Victoria's Secret, Boots, Pottery Barn, Office Depot and KidZania. The company operates over 2,500 stores across 8 divisions: Fashion & Footwear, Health & Beauty, Food Service, Optics, Pharmacy, Home Furnishings, Office Supplies and Leisure & Entertainment.

Alshaya's stores can currently be found in 19 markets across the Middle East and North Africa, Russia, Turkey and Europe and the company employs more than 36,000 people from over 110 nationalities.

The company has established itself as the industry leader across these territories, through a combination of local market understanding and a comprehensive commitment to customer service. Growth in each of its operating divisions and brands is supported by continuous investment in talent and infrastructure. It applies best practices in retail operations, merchandising, marketing, information technology, logistics, real estate, human resources and financial controls.

M.H. Alshaya Co. is the retail business of the Alshaya Group, which was founded in Kuwait in 1890 and today represents one of the most dynamic companies in the Middle East. In addition to its retail operations, the Alshaya Group is active in a number of other sectors including real estate, automotive, hotels, trading and investments. Learn more about the company at www.alshaya.com

About Philippe Starck

Philippe Starck is an internationally acclaimed French creator, designer and architect. This untiring and rebellious citizen of the world, who considers it his duty to share his ethical and subversive vision of a fairer planet, creates unconventional places and objects whose purpose is to be "good" before being beautiful.

Most of his designs have become cult objects, and his hotels are timeless icons that have added a new dimension to the global cityscape. An enthusiastic advocate of sustainability, this visionary recently developed the revolutionary concept of "democratic ecology" by creating affordable wind turbines for the home, soon to be followed by innovative wooden prefabricated ecological houses and solar boats. He himself lives, with his wife Jasmine, mostly on an airplane, and in Paris, Burano, and on his oyster farm in the southwest of France.

www.starck.com