



THE SOUFERIAN GROUP

SBE AND THE SOUFERIAN GROUP TO COLLABORATE WITH CAMDEN ON INNOVATIVE NEW RESIDENTIAL DEVELOPMENT

sbe to Match its Leading Hospitality and Marketing Capabilities with Camden's Development Expertise to Deliver a Highly Personalized Residential Product

(Los Angeles, CA) – January 1, 2014 – [sbe](#), an industry-leading hospitality, lifestyle and real estate development company, [The Souferian Group](#), a fully integrated boutique lifestyle real estate development company and [Camden Property Trust](#), an S&P 400 company and one of the largest multifamily real estate investment trusts (REITs) in the United States, today announced their collaboration on “The Camden,” a planned 287-unit residential property in Hollywood that redefines the traditional approach to residential development.

“The Camden,” located at the corner of Selma and Vine, will feature highly customizable apartments and first-floor commercial space with a design collaboration led by sbe and The Souferian Group . Camden will leverage sbe’s leadership position in the hospitality and real estate arenas, and The Souferian Group’s real estate development expertise, to master plan a lifestyle-driven property that combines innovative design, led by the acclaimed [Mark Zeff Design](#), branding, and concierge services which give exclusive access to sbe’s collection of award-winning hotels, casinos, restaurants and nightclubs, and the sbe global concierge.

“As we’ve expanded sbe’s presence in the hospitality space on a national and international level, we’ve also established the company as an invaluable partner for real estate developers,” said sbe Founder, Chairman and CEO Sam Nazarian. “There is a tremendous opportunity for residential companies to utilize the services of sbe and The Souferian Group to reposition assets and achieve a competitive advantage through access to our master planning capabilities, the sbe hospitality platform and global concierge service, and our shared marketing expertise and resources.”

“Collaborating with sbe and The Souferian Group enables us to differentiate our product in a powerful manner,” added Ben Brosseau, Camden’s Vice President of Real Estate Investments. “Los Angeles is a unique market, and Hollywood in particular is a community that’s trending in a very positive direction, making it an extremely desirable location for this new development.”

In the last decade, sbe has emerged as a global hospitality leader, expanding concepts born in Hollywood across the country and now overseas. Paralleling the growth of sbe’s hospitality platform is the expansion of sbe’s real estate development expertise. Recently, sbe launched its residential division with the debut of [SLS Hotel & Residences Brickell](#) in Miami. By leveraging sbe’s master planning capabilities, combined with the company’s ability to build globally relevant brands and its marketing and concierge services, sbe is able to provide partners with a suite of real estate advisory services unmatched in the industry.

Helmed by its Founder and CEO, Behzad Souferian, The Souferian Group takes a highly personalized approach, integrating timeless designs, cutting edge technology, and forward thinking marketing expertise to create branded lifestyle developments within the marketplace. Prior to founding The

Souferian Group, Behzad held the position of Vice President of Real Estate at sbe for over a decade. During that time, Behzad worked alongside Nazarian in acquiring, developing and repositioning a diverse array of commercial and residential properties.

Leading the design is the award-winning Mark Zeff and his team at Mark Zeff Design. Over the past 25 years, Zeff has evolved his firm into one of the world's premiere boutique design agencies. In addition to his work with developers and hospitality companies worldwide, Zeff has been an invaluable collaborator with sbe and The Souferian Group over the years, lending his expertise to [Greystone Manor](#) and [The Emerson Theatre](#).

"Following the downturn, there emerged a strong demand for a new residential product type, where luxury is defined more by personalization and access, and we can deliver that in an unprecedented fashion," said Souferian. "By harnessing our developmental expertise in master-planning, branding, marketing, as well as tapping into our already established clientele, we can add significant value and relevance to the project."

In developing "The Camden," the goal was to create a hybrid between a resort and a high-end residential development with a suite of unique lifestyle amenity areas for residents. "The Hub" will serve as "The Camden's" massive multi-functional, indoor-outdoor community space with a fully equipped kitchen that seamlessly integrates with a resort-style pool featuring cabanas, daybeds and an outdoor spa. A separate space will offer residents a private dog park with an interactive media screen that allows them to share their favorite pet photos and videos. An outdoor wellness and yoga area will offer a place for residents to unwind and exercise, and "The Camden's" heavily landscaped garden will provide a sanctuary to relax in one of the many lounge areas and hammocks. Further, "The Camden" will feature an outdoor commercial grade kitchen where local chefs will come to teach cooking lessons exclusively for the residents. Catering to Hollywood's creative community, "The Camden" will also house an outdoor artists annex designed for photographers, painters, writers and sculptors, as well as a soundproof musicians studio and private screening room.

In addition to over 80 properties currently operating or in development nationwide and internationally, sbe has continued to maintain a significant presence in Hollywood, highlighted by its 15 hotel, restaurant and nightlife venues successfully operating in the area. Since sbe's launch over a decade ago, Hollywood as a community has re-emerged as a global destination for business and leisure travelers. As a result, numerous residential and commercial developments have been initiated, making the neighborhood a highly sought after area for businesses and young professionals.

Construction on "The Camden" is expected to commence in late 2013.

sbe and The Souferian Group are currently developing other large-scale properties in Southern California and Las Vegas. To learn more about sbe, please visit sbe.com or download the sbe App [here](#). To friend sbe on Facebook, click [here](#), and to follow sbe on Twitter, click [here](#).

To learn more about The Souferian Group, please visit www.TheSouferianGroup.com.

For more information on Camden, click [here](#).

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ABOUT SBE:

sbe is a creative hospitality company that develops, manages and operates award-winning hotels, restaurants and nightlife. Through exclusive partnerships with cultural visionaries, sbe is dedicated to delivering the best in design, culinary and entertainment. Already a proven leader in the hospitality and real estate industries, sbe has over 80 properties currently operating or in development, and has expanded several of its flagship brands including SLS Hotels, Katsuya by Starck, The Bazaar by José Andrés and Hyde Lounge nationally and internationally. Founded in 2002 by Chairman and CEO Sam Nazarian, sbe is a privately held company. More information about sbe can be obtained at www.sbe.com, or by downloading the sbe App [here](#).

ABOUT CAMDEN:

Camden Property Trust, an S&P 400 Company, is a real estate company engaged in the ownership, development, acquisition, management and disposition of multifamily apartment communities. Camden owns interests in and operates 172 properties containing 60,499 apartment homes across the United States. Upon completion of 12 properties under development, the Company's portfolio will increase to 64,143 apartment homes in 184 properties. Camden was recently named by FORTUNE® Magazine for the sixth consecutive year as one of the "100 Best Companies to Work For" in America, ranking #10.

ABOUT THE SOUFERIAN GROUP:

Founded by Behzad Souferian, The Souferian Group is a best in class, fully-integrated real estate investment, development and advisory company. The company is committed to creating value through a strategic plan dedicated to developing distinctive branded and designed lifestyle properties. The Souferian Group's successful track record spans acquisitions and developments in residential, retail, office and mixed-use properties. The privately held company acquires and develops projects through its own direct investments or joint venture partnerships. For more information on The Souferian Group, please visit www.TheSouferianGroup.com.

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