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**THE ABBEY PRESENTS THE 10<sup>TH</sup> ANNUAL  
OSCAR ® VIEWING PARTY, “THE ENVELOPE PLEASE”  
BENEFITING AIDS PROJECT LOS ANGELES**

*Hosts David Cooley, Pauley Perrette, Stephanie Pratt and Marisa Ramirez  
welcome guests at a Fundraiser to Celebrate Hollywood’s Biggest Night*

WEST HOLLYWOOD, CALIFORNIA - (February 16, 2011) – The Abbey Food and Bar, LogoTV’s Best Gay Bar in the World for two years running, and its founder David Cooley are joined by NCIS star Pauley Perrette, reality television star Stephanie Pratt and Marisa Ramirez, star of SPARTACUS: GODS OF THE ARENA, to raise funds and awareness for AIDS Project Los Angeles (APLA) through the agency’s 10th annual “The Envelope Please” Oscar ® viewing party on Sunday, February 27<sup>th</sup>.

This year, The Abbey and celebrity hosts will entertain guests in newly renovated dining rooms at The Abbey for a cocktail reception followed by a seated dinner during the Oscar ® telecast prepared specially for the evening by sbe’s Executive Chef, Danny Elmaleh. Over the past decade, “The Envelope Please” has raised over \$1 million for APLA and people living with or at risk for HIV/AIDS.

“The Envelope Please’ is an important evening that both celebrates Hollywood’s biggest night and supports APLA’s vital programs and services for people living with HIV/AIDS in our community,” said Craig E. Thompson, executive director of APLA. “This event started as a small gathering of friends and has grown into one of our most successful events thanks to the support of individuals in the community, our generous corporate sponsors and The Abbey, our gracious host for many years.”

“The Envelope Please’ has become a West Hollywood tradition,” said David Cooley. “Every year we are honored to host and entertain guests who have given much needed support to APLA, one of Los Angeles’ most essential non-profit agencies.”

The evening is hosted by sbe, The Abbey and David Cooley with generous corporate sponsors that include DEXTER SEASON 4 DVD, Graham London, Clear Channel Outdoor, Paul Hastings, 2(x)ist, Ecoya, Metrosource Magazine and Wells Fargo.

Tickets and VIP tables for “The Envelope Please” are available online at [apla.org](http://apla.org) with 100% of proceeds going directly to support APLA and its programs.

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**ABOUT AIDS PROJECT LOS ANGELES (APLA)**

AIDS Project Los Angeles (APLA), one of the largest non-profit AIDS service organizations in the United States, provides bilingual direct services, prevention education and leadership on HIV/AIDS-related policy and legislation. With more than 25 years of service, APLA is a community-based, volunteer-supported organization with local, national and global reach.

**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 Founder, Chairman and 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), XIV by Michael Mina, The Bazaar by José Andrés, 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 that 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).