



THE SOUFERIAN GROUP

THE CAMDEN ANNOUNCES EQUINOX AS ITS LIFESTYLE AND RETAIL OFFERING

Residents of The Camden will have Exclusive Access to Leading Health and Fitness Brand's Newest Hollywood Location

(Los Angeles, CA) – May 2, 2014 – [sbe](#), a global 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 that Equinox, an industry leading health and fitness company, will reside on the first-floor of “The Camden,” a planned 287-unit residential property in Hollywood that redefines the traditional approach to residential development.

Occupying a 40,000 square foot lobby-level space, Equinox will offer residents of “The Camden” exclusive membership rates to their award-winning health, fitness, spa and retail experiences. Once complete, “The Camden” will create a hybrid between a resort and a high-end residential development with a suite of unique lifestyle amenities, which makes with the addition of Equinox a natural fit for the property and it's residents.

“The Camden’ has been meticulously designed to offer an unprecedented, lifestyle-driven property for its residents, and collaborating with Equinox to take that commitment to the next level is something we’re very pleased with,” said Sam Nazarian, sbe Founder, Chairman and CEO. “The Hollywood community is one that’s reestablished itself as a global epicenter for business and culture and being a part of that drives you to create something original and unique.

“The Equinox brand and The Camden align very well on so many levels,” said XXXXXX. “From the moment we saw the design intent, location and team of collaborators we knew we had an opportunity to add to an already brilliant residential development.”

In addition to state-of-the-art fitness facilities, Equinox at “The Camden” will feature a pool, fresh juice bar and café along with The Shop, their retail offering that carries leading brands including, Kiehl’s, Lululemon, Athletica, RLX Ralph Lauren, and Stella McCartney for Adidas, and fashion labels like Splendid, Hard Tail, and Hudson x Equinox.

“The Camden,” located at the corner of Selma and Vine, will feature highly customizable apartments with a development and design collaboration led by sbe and The Souferian Group. Camden Property Trust 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 and community-driven property. “The Camden” will combine innovative design, led by the acclaimed [Mark Zeff Design](#), branding, and exclusive access to sbe’s collection of award-winning hotels, casinos, restaurants and nightclubs, and the sbe global concierge.

“The goal of ‘The Camden’ is to develop an residential environment that enhances an individual’s lifestyle and there is no one better to achieve this goal than with a brand like Equinox,” Behzad Souferian, CEO of The Souferian Group. “Often times, the retail component of a property has no synergy with the development, but with Equinox we’re not only offering an unparalleled residential experience, but we’re delivering a vibrant sense of community to our residents.”

We’ve aligned the best in the business in terms of development, branding and lifestyle, and now with Equinox joining the team, we’re adding a best-in-class fitness and health experience that elevates ‘The Camden’s’ overall livability in an unprecedented fashion,” added Ben Brosseau, Camden’s Vice President of Real Estate Investments.

In addition to Equinox, “The Camden” will offer a suite of other 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.

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.

PRESS CONTACTS:

Robbie McKay
sbe Vice President of Communications
Robbiem@sbe.com
323.655.8000