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* IMAGES AVAILABLE UPON REQUEST

**FACT SHEET**

Fontainebleau® Miami Beach

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fontainebleau.com**Overview:**

A revered Miami Beach landmark for more than half a century, Fontainebleau Miami Beach completed a \$1 billion expansion and renovation in November 2008, transforming the 1950s era hotel playground into one of the country's most sought-after beachfront hotel properties.

Fontainebleau Miami Beach has 1,504 guest rooms and suites, located in two new luxury all-suite towers, Trésor and Sorrento as well as the two original buildings, Chateau and Versailles. Twelve restaurants and lounges, a 40,000-square-foot spa and dramatic oceanfront poolscape are among the hotel's special features.

Location:

Fontainebleau Miami Beach is located on Collins Avenue overlooking the Atlantic Ocean. Set on 20 oceanfront acres, the hotel is one mile from the Miami Beach Convention Center and one-and-a-half miles from South Beach and the Art Deco district. The Miami and Ft. Lauderdale airports are nearby.

History:

Envisioning the creation of one of the most opulent and magnificent hotels in the world, hotelier Ben Novack purchased the Firestone Mansion, home of auto tire magnate Harvey Firestone, in 1952 for \$2.3 million. He tapped Morris Lapidus, who was known for his modernist sensibilities and flair for theatrical spaces, as the hotel's project architect. When it opened in 1954, Fontainebleau Miami Beach was the largest and most luxurious hotel in South Florida. Its signature features included a 17,000-square-foot lobby with a now-legendary "Stairway to Nowhere," six acres of formal gardens designed to replicate Versailles and

thousands of dollars in antique furnishings to authentically convey the hotel's French period theme.

Through the 1950s and 1960s, the hotel reigned as Miami's leading resort and Lapidus' gently curving façade came to symbolize the very essence of glamorous Miami Beach. For nearly 25 years, the hotel was so well known that no sign was necessary to identify it.

Celebrities and entertainers, ranging from Elvis Presley and Bob Hope to Lucille Ball and Judy Garland, made the hotel so popular that Novack was once forced to post armed guards to bar non-guests from entering.

In 2005, Fontainebleau Miami Beach closed its doors, kicking off a 2-½ year \$1 billion renovation and expansion, which was completed in Fall of 2008, and reopened with rave reviews.

Accommodations:

The hotel's 1,504 guest rooms include 846 rooms and suites in the two original Fontainebleau buildings. The 37-story Trésor and 18-story Sorrento, two new luxury all-suite towers located at the south end of the oceanfront property, comprise more than 658 junior, one-and-two bedroom suites.

Ranging from 500 to 1,500-square-feet, the luxury all-suite towers feature kitchenettes with mini-refrigerators, sinks and microwaves; marble bathrooms with granite counters, oversized Jacuzzi tubs and spacious walk-in showers and 32" flat panel televisions. Spacious balconies offer views of the Atlantic Ocean, South Beach, Biscayne Bay or Downtown Miami.

FB Kids:

At FB KIDS, children ages 4 through 12 create daily journeys focusing on their unique interests. Daily activities include games and team building; scavenger hunts sports, art and more. Each day begins with children "creating their canvas" where kids take inspiration as they unveil the theme of the day. On Fridays and Saturdays, FB KIDS also offers a Kids Night Out program where children can watch movies that enable their imagination to soar.

Food + Drink:

Each unique and stylish, the 12 restaurants and lounges of Fontainebleau Miami Beach are under the direction of Vice President of Culinary, Thomas Connell who previously worked with the Ritz-Carlton brand for 19 years, opening properties in Bali, Shanghai, Tenerife, Palm Beach, Hong Kong and Singapore. Connell served as the Executive Chef for the Ritz-Carlton, Hotel Arts in Barcelona, Spain before moving back to the United States where he most recently served as Executive Chef of the Ritz-Carlton South Beach in Miami.

Scarpetta by Scott Conant – Celebrity Chef Scott Conant opened Scarpetta's first outpost of the New York City original at Fontainebleau. Overlooking the resort's poolscape, the restaurant features ocean and poolside views, a wraparound veranda as well as casual dining areas and a cocktail lounge. A light, airy and sophisticated interior displays a refined nautical

palette, with elements that reference mid-century Italian design. Floor to ceiling columns, reminiscent of coral or weathered driftwood, line the windows adding an organic, sculptural element.

The restaurant's bold architectural elements highlight Conant's seasonally inspired Italian fare comprised of farm-fresh ingredients and clean, earthy flavors that pay homage to his heritage and time spent in Italy. Known for coaxing the most sublime flavors out of the simplest ingredients, Conant has created a satisfying and soulful meal that encourages guests to pick up a piece of bread and clear their plates.

Hakkasan – Hakkasan at Fontainebleau, conceptualized by Alan Yau of London's Michelin-rated Hakkasan, provides diners a diverse menu of modern Chinese cuisine with a wide array of wines, sake and cocktails. The restaurant is also open on Saturdays and Sundays for traditional Dim Sum lunch. The sleek and contemporary restaurant is located atop the spa building.

StripSteak by Michael Mina – Critically acclaimed Chef Michael Mina brings a dynamic dining and bar scene with the second outpost of his award winning Las Vegas restaurant, Stripsteak. The restaurant offers hotel guests and locals alike an adventurous steakhouse dining experience including a la carte cuts of steak as well as signature specials that go far beyond traditional steakhouse fare. The vast menu showcases signature specials that go far beyond traditional steakhouse fare, a bounty of meats and fish prepared on the wood-burning grill and an expansive raw bar. The two-story indoor-outdoor venue evokes a rich, stylish tone with design details and several convivial cocktail bars along with a beautifully appointed, bamboo-enclosed poolside patio.

Pizza & Burger by Michael Mina – The unique concept from award-winning chef and restaurateur Michael Mina, Pizza & Burger, is an affordable and approachable concept inspired by the chef's own backyard kitchen. Whether it's a friendly get-together, family dinner or after-work libations, Pizza & Burger is the perfect spot to kickback and relax. Tables are adorned with games, a lively atmosphere and upbeat music, making guests feel like they are at a casual backyard bash with a menu to match the vibe. The menu is comprised of made from scratch, farm-fresh, multi-ingredient pizzas, burgers and large plates. Diners can also design their own salads from a checklist of fresh ingredients and choose from an array of crave-able snacks.

La Côte – Inspired by the Côte d'Azur, La Côte is a chic two-level beach club and Mediterranean restaurant with gorgeous panoramic views of the Atlantic Ocean and pool scene. The open-air seaside escape offers guests the flavorful cuisine of the French Riviera, as well as a lively DJ-inspired whimsical bar scene with innovative, artful cocktails and tapas-style snacks. The restaurant is open to locals and hotel guests alike.

BleauFish Ocean to Table Program – In an effort to take freshness to a new level, Fontainebleau’s live catch, ocean-to-table seafood program features fishing operations exclusive to the resort and delivers fresh catches daily including fish, lobster and Florida stone crab claws to all of the hotel’s restaurants. Much of the seafood is transported to “Water World,” an extraordinary 2,000 gallon collection of salt water tanks housed in the basement of the hotel’s impressive back-of-house food and beverage operations – where it is kept live until ready to be taken to the appropriate venue.

Chez Bon Bon – Paying homage to its rich history, Fontainebleau Miami Beach has reinvented the hotel’s original coffee and patisserie shop, Chez Bon Bon. Offering a complete sensory experience, including live-action stations where guests can watch, smell and taste confectionary magic, purchase grab-and-go savory selections, patisseries and custom-order cakes. With the opportunity to experience the glamour of the golden era through pastry and a casual, chic ambiance, guests can enjoy an indulgent menu of assorted sweet and savory dishes. The shop offers gourmet chocolates, delectable specialty cakes, pastries, gelatos, cupcakes, light bites and quick lunch items among the alluring blends provided by Los Angeles coffee house, Lamill. Visitors can immerse themselves into the iconic hotel’s unique flavor through “Black Velvet,” the signature house coffee roast. All of Chez Bon Bon’s offerings are blended, designed and crafted in the chocolate shop of the hotel’s impressive heart-of-house food and beverage operations.

Additional venues include Vida, an American brasserie featuring continental comfort food with Latin influences, serving breakfast, lunch and dinner; Blade Sushi, which serves classic and creative specialty rolls, as well as tartares, hamachi and carpaccios; two pool bars; Bleau Bar in the lobby and Fresh, an eatery with quick-serve staples, as well as in-room private dining.

Nightlife:

Fontainebleau Miami Beach is the hub of trendsetting, high-energy nightlife. LIV nightclub, the city’s quintessential nightclub and a favorite of celebrities and those in the know, offers an eclectic mix of entertainment in a sleek, stylish environment. Additional bars and lounges include dazzling Bleau Bar in the hotel lobby and Glow, a casual yet sophisticated pool bar with intimate ambiance of a private pool club.

Spa:

The two-level Lapis spa harnesses the natural qualities of water to create a shared experience that is both restorative and renewing. Mineral-rich water in many forms – including mist, rain and steam – are used throughout the 40,000-square-foot spa that features 30 private treatment rooms as well as a co-ed jetted pool and lounge area.

The Gym features a strength-training area; cardiovascular training section; three TRAZER2s, interactive fitness machines for cardio

and resistance training. The exercise studio offers a variety of classes, personal training and other services and amenities.

Among the Spa's most distinctive design features:

- A 75-foot heated co-ed pool
- A 35-foot rain corridor
- Two couple's oceanfront massage suites with experiential shower and soaking tub for two
- Two spa suites with Vichy shower, luxurious tub, private shower and relaxation/dining area
- Unique healing water features such as colored mists, a curtain of water and a stream containing pebbles, ice cubes and salts that circulates through all wet areas
- Restorative, mineral enriched Water Journeys designed to complement and enhance the benefits of spa services and therapies.

Conference + Banquet:

From executive board meetings to large conventions, Fontainebleau Miami Beach's combined 107,000 square feet of meeting and event space is ideal for any type of group gathering.

Highlights include:

- 107,000 square feet of indoor meeting space
- 42,000 square feet of pre-function space
- 51,000 square feet of outdoor function space, including a 21,000-square-foot Ocean Lawn
- BleauLive Stage on Ocean Lawn that can accommodate up to 500 guests or more
- Three ballrooms totaling 62,000 square feet that can accommodate more than 2,000 people in theater seating
- Two permanent board rooms

Business Center:

The hotel's full-service FedEx™ business center offers the full range of office essentials, including secretarial service, shipping, facsimile, supplies and wireless internet access.

Recreation:

Fontainebleau BleauLive Performance Series – The hotel invites today's top recording artists and acts to create a one of a kind vacation experience by crafting a fully immersive weekend around a musical performance, which is hosted in world-famous LIV nightclub or the BleauLive Stage on Ocean Lawn. In addition to attending the concert, guests take part in a number of "surprise and delight" moments, including exclusive meet and greets with the featured artist, access to the BleauLive Lounge and custom cocktails. Past BleauLive headliners include Lady Gaga, Pharrell Williams, Dionne Warwick and The Weeknd.

Poolscape - The hotel's oceanfront poolscape features a free-form main pool shaped as a modern, abstract replica of Lapidus' signature bow-tie design. A secluded oasis pool, multiple smaller dipping pools, 30 luxury cabanas and an interactive children's waterscape are among the poolscape's other distinguishing features.

Guests can also relax by an exclusive adult pool with a sexy enclave surrounded by cabanas and sun loungers. This renowned oceanside focal point remains as glamorous as when James Bond and Goldfinger sat by the pool for a heated game of gin rummy.

Cabanas – Private cabanas with personalized service surround the hotel's ten pools. Each cabana is equipped with a 32-inch, flat-screen television, wireless internet, butler service, mini refrigerator, phone with data connection and a digital safe able to store a laptop or other valuables. Cabanas are furnished with a sectional lounge, chair and table, as well as privacy curtains, contemporary artwork and ceiling fans.

A highlight of the poolscape is the Island Cabana located at the center of the round pool, which serves as a natural gathering place during the day and an extension of La Côte's festive atmosphere.

Overlooking the Arkadia pool, VIP cabanas cater to guests who desire the ultimate in comfort, privacy and luxury. Set apart on their own wood deck, VIP cabanas offer a perfect retreat for up to six people.

Beach and Watersports – The hotel offers beach concierge and food & beverage service. A watersports center offers rentals of beach umbrellas, chairs, as well as a variety of water sports including windsurfing and jet skis, catamarans, windsurfers, kayaks and other water toys for a nominal fee.

Children's Areas – Families can spend the day in multiple small dipping pools and an interactive children's waterscape play area. A special area for kids is outfitted with comfortable cabanas and lounge chairs that allow parents to relax while overseeing their children at play. The hotel's youngest guests can enjoy an interactive play area with a beach-style entry, waterslide, spray canopy, water canons and 18-inch deep wading pool.

Golf –The hotel is affiliated with several nearby championship courses. The concierge can arrange tee times and transportation.

Boating – Arrangements for deep-sea fishing and sailing charters can be made through the resort's concierge team.

Professional Sports – Several sports arenas are nearby, including the American Airlines Arena (home to the Miami Heat), Sun Life Stadium (Miami Dolphins), Marlins Baseball Park (Miami Marlins) and Bank Atlantic Center (Florida Panthers).

Retail:

The Shops at Fontainebleau feature a wide variety of retail shops, including:

Aquamarine - Redefining the hotel swim shop, Aquamarine provides guests with a unique assortment of women's, men's and

children's casual and elegant resort wear. The vibrant boutique has quickly become one of the city's top sources for swimsuits, featuring brands such as Adriana Degreas, Danward, Emilio Pucci, Eres, Ermanno Scervino, Etro, Fisico, Heidi Klein, La Perla, Melissa Odabash and Veilebrequin. The store carries a coveted collection of sunglasses from top designers including Chrome Hearts, Dita, Ray Ban and Thom Browne. Aquamarine also offers cover-ups, shorts, hats, beach bags, sandals and water toys.

Ida and Harry – Brooke Soffer has created a boutique that offers a curated assortment of designer and contemporary brands for women and men. The store, named after Brooke's grandparents, who were fixtures in the Miami social scene, offers apparel, accessories and jewelry fitting for casual and cocktail attire. Some of the brands represented in the store include Barbara Bui, Dsquared2, Emilio Pucci, Giuseppe Zanotti, Jemma Wynne, Philipp Plein and Sydney Evan. Ida and Harry is located off the main lobby.

Morris & Co – This sleek, modern space takes the hotel gift shop experience to the next level with a hand-picked product assortment that caters to every guest's needs. Sundries, reading materials, luggage, fashion jewelry and a large assortment of candy and snacks, share the space with children's toys and unique gift items. Noteworthy items include Diptyque, Lalique, Molton Brown, Nixon, Sol Republic, St. Dupont, Tumi and Venessa Arizaga. Morris & Co captures the playful yet extravagant spirit of its namesake and Fontainebleau architect, Morris Lapidus.

Timeless - Timeless celebrates the hotel's iconic past, present and future, featuring exceptional timepieces and fine jewelry for women and men. Combining designer and statement pieces unique to Fontainebleau, Timeless pays homage to the hotel's legacy and modern glamour through a wide range of alluring jewels. Available brands include Cartier, Chanel, Judith Ripka, Michele, Patek Philippe, Renee Lewis and Rolex. Timeless is located off of the main lobby next to LIV.

Lapis Retail – Located in the entrance to the 40,000 square foot Lapis Spa, Lapis Retail carries the latest and most effective sun, skin and hair care lines, including all natural and organic options. Lapis retail also carries women's day to night trendy apparel, active wear, loungewear, lingerie and gift items such as candles, books, soaps, perfumes and accessories. Brands offered include BloqUV, Eberjey, Eight + Bob, Feel the Piece, Kypris, Monroe, NARS Cosmetics, Phyto, Skinceuticals, Splits59, Tata Harper, Voluspa, Young, Fabulous & Broke.

Bleau Signature – Bleau Signature's fun assortment of custom designed offerings commemorates a visit to the famed hotel. Branded items range from basic apparel and accessories to more stylized items such as burnout v-necks,

embellished shirts as well as co-branded pieces from notable clothing and accessory brands such as American Apparel, Baggu, Nike and Ralph Lauren. Blending Fontainebleau's past with the present, vintage logoed mugs, coasters, flight bags and mirrored compacts are available alongside branded candles, totes and hats. Branded items from LIV Nightclub and local team sports round out Bleau Signature's product selection.

Reservations: 305.535.3283

Social Media: Facebook: [facebook.com/fontainebleau](https://www.facebook.com/fontainebleau)
Twitter: [@Fontainebleau](https://twitter.com/Fontainebleau) & [@DineBleau](https://twitter.com/DineBleau)
Instagram: [@fontainebleau](https://www.instagram.com/fontainebleau), [@DineBleau](https://www.instagram.com/DineBleau) & [@FontainebleauShops](https://www.instagram.com/FontainebleauShops)
Youtube: [Youtube.com/FontainebleauMB](https://www.youtube.com/FontainebleauMB)

Design Team: Fontainebleau Miami Beach visionaries turned to the most accomplished leaders in their respective fields to give the hotel its forward-thinking point-of-view. The team includes:

Jeffery Beers International – Public space, lobby, front desk, pool and Vida

HKS, Inc. – Overall project design

Lifescapes International – Pool and landscape

Wilson & Associates – Guest room and meeting space interiors

D C Studios USA LLC, part of the David Collins Studio Group
– Scarpetta by Scott Conant

Gilles & Boissier – Hakkasan

Seed Design – LIV

Arnell Group – Branding

John Rawlins of Rawlins Design Inc. – Bleau Signature and Timeless

AvroKO – Pizza & Burger

David Mexico Design Group – Chez Bon Bon

Bishop Pass – StripSteak by Michael Mina

Executive Committee: Philip Goldfarb, President and Chief Operating Officer

Patrick Fisher, Vice President and Managing Director

Leo Carrillo, Vice President of Facilities

Kevin Bryant, Vice President of Sales

Joshua Herman, Vice President of Marketing

Thomas Connell, Vice President of Culinary

Silvia Pereda, Vice President of Human Resources

Grace Mora, Vice President and General Counsel

Derek Lesclinier, Vice President of Rooms

Erick Castro, Vice President of Finance

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