Baha Mar Welcomes SLS Baha Mar and its 300 New Employees to the World-Class Integrated Resort Destination

Nassau, Bahamas (November 14, 2017) – Today, Baha Mar welcomes 300 new employees to the Bahamas' premier integrated resort destination, as SLS Baha Mar opens its doors to hotel guests for the first time, along with three brand-new culinary and cocktail outlets: Cleo, Monkey Bar and Bungalow Pool Bar & Grill. Following SLS Baha Mar's soft opening on November 7, the first hotel guests will arrive for stays beginning today, and reservations are now live at Bahamar.com. An official ribbon-cutting ceremony hosted by Baha Mar President Graeme Davis and sbe Founder & CEO Sam Nazarian will take place on November 17, 2017.

Designed to attract the sharpest global traveler, SLS Baha Mar features 299 rooms and suites, an award-winning collection of culinary masterpieces, an exciting nightlife venue, and captivating design and decor. Baha Mar's shared world class amenities complete the luxe experience with guest access to the pristine beaches and glamorous pools, the Caribbean's largest casino, 18-hole Jack Nicklaus Signature designed golf course, a flagship ESPA spa, and a wide variety of restaurants and lounges.

"The opening of SLS Baha Mar today signifies the official completion of phase II and the progress we are making towards our grand opening in 2018, as well as the dedicated

commitments we made to our guests and the Bahamian people to offer a true luxury of choice in accommodations and experiences at Baha Mar," said Graeme Davis, President of Baha Mar. "We extend the warmest welcome to our newest 300 employees, and look forward to introducing guests to the stunning SLS Baha Mar."

In addition to excellent culinary offerings, the unique and striking design concept at SLS Baha Mar fascinates travelers at every turn. Upon arrival, guests are immediately enraptured by the SLS Circle, an impressive courtyard entrance designed to help transition travelers from reality to the fanciful world that is SLS. The marveling continues throughout all areas of the property, whether guests are taking in the lobby's cerulean ocean water views, settling into masterfully designed guest rooms, or lounging in a plush cabana at the pool or beach. Additionally, with 12,000 square feet of indoor and outdoor meeting space, SLS Baha Mar offers a myriad of experiences for business, incentive or social events.

Earlier this month, Baha Mar launched LIFE SPECTACULAR, the inaugural multi-million-dollar global advertising and marketing campaign, officially introducing the $4.2 billion resort destination to future guests. Created out of Mod Op New York, the campaign celebrates Baha Mar's definable standpoint as one destination comprised of three world-class brands, each connected to one another by Baha Mar's vibrant, colorful energy and signature personalized guest experiences. The story focuses on what it means to live life spectacularly - from jumping off a seaplane into Bahamian waters to kids swimming in Baha Mar's legendary Blue Hole.
Currently at 3,000 employees, Baha Mar will increase the number of associates to 4,000 by the end of this year. Phase III of Baha Mar's opening will take place in spring 2018 with the opening of Rosewood Baha Mar.

BAHA MAR
NASSAU, BAHAMAS

About Baha Mar

Baha Mar is a master planned $4.2 billion integrated resort development being purchased by Hong Kong-based conglomerate Chow Tai Fook Enterprises Limited (CTFE). The beachfront destination includes three global brand operators – Grand Hyatt, SLS, and Rosewood – with over 2,300 rooms. Additional amenities include 40 restaurants and lounges, the largest casino in the Caribbean with over 100,000 sq. ft. of gaming space, 200,000 sq. ft. convention center, 18-hole Championship Jack Nicklaus Golf Couse and Golf Club, first ESPA flagship spa in the Caribbean, and over 30 luxury retail outlets. Baha Mar is a breathtaking beach destination with dynamic programming, activities and guest offerings located in one of the most beautiful places in the world – The Bahamas. For more information visit www.bahamar.com.