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**The LeFrak Organization, Starwood Capital Group and Invesco  
Combine New Lifestyle Hotel Brand with Luxury Living at  
1 Hotel & Residences South Beach**

*Miami-based Fortune International Leads Sales & Marketing Efforts for New Branded  
Residences*

MIAMI (February 6, 2013) ---An exciting new concept in beachfront luxury hotel living was announced today when Starwood Capital Group, the LeFrak Organization and Invesco introduced a dramatic new residential project on Miami Beach: The 1 Hotel & Residences South Beach. The residential units will sit atop the 1 Hotel, a 417-room hotel to be operated by SH Group, Starwood's hotel management company. The new brand, 1 Hotels, will celebrate nature and is being designed and will be operated with a firm eco-conscience. 1 Hotels was developed by the creative hotel genius of Starwood Capital Group Chairman and CEO, Barry Sternlicht, the former Chairman and CEO of Starwood Hotels & Resorts and creator of the widely successful W Hotels and St Regis hotel brands.

Barry Sternlicht is combining his talents with The LeFrak Organization's extensive real estate development expertise to bring to Miami a truly extraordinary property. Located at 2399 Collins Avenue, on the site of the hotel formerly known as The Gansevoort South, the new 1 Hotel & Residences South Beach will be among the first of the 1 Hotel branded residential properties and will introduce a healthy lifestyle living concept centered around nature and sustainability, living well and living smart with no sacrifice.

This visionary collaboration is spending in excess of \$100 million to transform the existing 1970's structure into a LEED certified, environmentally conscious structure featuring stunning natural materials and finishes and lush landscaping. Most 1 Residences South Beach will feature beautiful panoramic views of the Atlantic Ocean overlooking the property's 600 linear feet of beachfront. The project will include 163 residential units, available in 1, 2, 3 and 4-bedroom layouts, as well as amazing duplexes, that will range in size from 830 to 4,280 square-feet. The entire property and the residences have been retrofitted with new energy efficient casement windows and sliding glass doors onto private terraces and each unit will be equipped with ENERGY STAR® qualified appliances.

Award-winning Brazilian designer Debora Aguiar is creating a fresh, unique design for the residences and its common areas that resonate with the brand's core sustainable ethos. "Through the use of local natural materials, my team and I aim to transport the outside

environment inside via living walls of green gardens and warm, soothing beach-inspired color palettes to create a feeling of sophisticated comfort," said Debora Aguiar. "Nature is always my inspiration where to find textures and new materials and combine them with contemporary design."

"LeFrak's partnership with Invesco and Starwood Capital signifies a new, collaborative relationship aimed to combine unique design, expertise in development and innovative hotel operating expertise in a mixed hotel and residential property," said Richard LeFrak, Chairman and CEO of The LeFrak Organization. "We have complete confidence that our substantial investment in both the interior and exterior of the property combined with its many superb amenities and beachfront location will successfully transform 1 Hotel & Residences South Beach into one of the most desirable addresses in South Beach."

"This first branded residential property promises to be simply extraordinary. We will offer a new, improved way of living to eco-conscious residents who will have to sacrifice nothing. Our design uses the extraordinary natural beauty of the site and the gorgeous materials found in nature," said Barry Sternlicht, Starwood Capital Group Chairman and CEO. "Though completely private, with a separate porte cochere and lobby, 1 owners will have full access and share all the services and amenities of the adjacent 1 Hotel. The 1 Hotel & Residences South Beach will seek to enrich and enhance our owners and guests lifestyles by presenting a property and services not found anywhere else."

Residents of 1 Hotel & Residences South Beach will enjoy a collection of superior amenities, such as four ocean view swimming pools including its famous roof top pool as well as one of the largest pools in South Beach, a greater than 40,000 square foot spa and fitness center, superb restaurants, unique shopping, and 24-hour in-home dining and concierge services. Residents can also take advantage of 600 feet of beachfront with private beach amenities.

The property is located next door to the W South Beach and two blocks from The Setai hotel and Residences in a neighborhood rich in retail, restaurants, culture and entertainment. It is only a short walk from the wealth of shopping and dining options on the famed Lincoln Road Mall and from the Frank Gehry-designed New World Center and the Bass Art Museum. It also offers easy access to gallery-lined streets in the Wynwood Art District and world-class shopping in Miami's Design District.

Local real estate leader Fortune International was selected to head the sales and marketing efforts for 1 Hotel & Residences South Beach. An on-site sales center is set to open April 2013.

For more information, please visit [www.1hotels.com/southbeach](http://www.1hotels.com/southbeach) or call 305-361-5100.

#### **About Starwood Capital Group**

Starwood Capital Group is a private, U.S.-based investment firm with a core focus on global real estate. Since the group's inception in 1991, the firm has raised nearly \$16 billion of equity capital and, through its various funds, has

invested \$13 billion representing nearly \$35 billion in assets. Starwood Capital Group currently has over \$21 billion of assets under management. Starwood Capital Group maintains offices in Greenwich, Atlanta, San Francisco, Washington, D.C., Los Angeles and Chicago, and affiliated offices in London, Luxembourg, Paris, Mumbai and Sao Paulo. Starwood Capital Group has invested in nearly every class of real estate on a global basis, including office, retail, residential, senior housing, golf, hotels, resorts and industrial assets. Starwood Capital Group and its affiliates have successfully executed an investment strategy that includes building enterprises around core real estate portfolios in both the private and public markets. [www.starwoodcapital.com](http://www.starwoodcapital.com)

#### **About The LeFrak Organization**

Founded in 1901 and owned and managed by members of the LeFrak family, The LeFrak Organization is a privately held company with roots in the New York metropolitan area. With more than 100 years of experience in the ownership, development, and management of real property, The LeFrak Organization has become one of the world's largest property firms. Its growing portfolio of office, residential, retail and hotel developments includes prominent projects like LeFrak City, Gateway at Battery Park City, and Newport, the largest new waterfront community in the country, as well as more than 400 buildings and 40 million square-feet of real estate across the U.S., owned and developed in partnership with its affiliated companies. LeFrak is also an active real estate investor and developer outside the New York area focusing primarily in Florida and on the West Coast. In addition to the 1 Hotels & Residences, LeFrak is actively developing a 186-acre site in North Miami, and through its investment in ST Residential which had interests in 2,800 residential units in 14 South Florida properties. The LeFrak Organization has received international acclaim for responsible community development and sensitivity to environmental sustainability. Beyond real estate, affiliates of The LeFrak Organization are significant investors in oil and gas properties, as well as active direct investors in public and private companies across sectors and geographic regions. [www.lefrak.com](http://www.lefrak.com)

#### **About Invesco**

Invesco is a leading independent global investment manager, dedicated to helping investors worldwide achieve their financial objectives. By delivering the combined power of our distinctive investment management capabilities, Invesco provides a wide range of investment strategies and vehicles to our retail, institutional and high net worth clients around the world. Operating in more than 20 countries, the company is listed on the New York Stock Exchange under the symbol IVZ. [www.invesco.com](http://www.invesco.com)

#### **About Fortune International**

Founded by Edgardo Defortuna, Fortune International has raised the bar in high-end real estate throughout South Florida since 1983. In its brokerage division, Fortune boasts more than 1000 realtors and 11 offices from Key Biscayne to Weston, and numerous international affiliates. In addition, Fortune International is the developer's choice for exclusive on-site sales, having represented some of South Florida's most successful projects with thousands of sales to date. The name Fortune International is synonymous with excellence and an unwavering commitment to quality and customer service in the world of luxury real estate. [www.fortune-network.com](http://www.fortune-network.com)