GREATER MIAMI CONVENTION & VISITORS BUREAU

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WHAT'S NEW IN GREATER MIAMI AND THE BEACHES

MIAMI (June 12, 2007) – As Festival Season in Greater Miami and the Beaches swings into high gear with dozens of colorful celebrations that reflect the city's diverse ethnicity, arts, culture, dance, fashion, film, music, sports, and more, Miami offers visitors plenty of new options in the way of lodging, dining, shopping and other attractions to explore. Here's an update on what's hot and happening:

HOTEL HAPPENINGS

The **Bentley Beach Hotel** recently opened **Vivi,** a new Italian ristorante and bar by celebrated restaurateur Tom Billante, located directly on 1st and Ocean Drive. Construction of the hotel's new 2,000-square-foot Sunrise Ballroom is expected to be complete in the Fall of 2008. For more information, visit www.TheBentleyHotels.com.

On October 1, 2007, the **Biltmore Hotel** will unveil its newly restored and enriched golf course. Opened in 1925, the classic 18-hole, par 71 golf course was designed by the legendary Donald Ross, one of the most revered golf course architects in the history of the game. Studies of original plans and vintage aerial photographs are being used to ensure that the original Donald Ross design is both preserved and enhanced. All greens, tees and bunkers will be re-built and grassed to contemporary standards offering the highest quality playing conditions on a consistent, year-round basis. More than $5 million has been committed to the carefully conceived enrichment plan, which includes new environment-friendly free-span bridges, as well as restaurant, pro shop and club house enhancements. For more information, visit www.BiltmoreHotel.com.

The **Blue Moon Hotel** in South Beach is in the midst of completing a $300,000 renovation to its 75 rooms and public areas. For more information, visit www.BlueMoonHotel.com.

The **Clevelander Hotel,** Miami Beach's legendary outdoor bar, will embark on an eighteen-month, twenty-million dollar renovation project starting this May. In collaboration with the STA Architecture Group and interior designer Zyscovich, the hotel will introduce a revamped lobby and guest rooms, a new sports bar and other bars, and a rooftop lounge area in fall 2008. In addition, super-sized photo murals wrapping the entire building, concealing the scaffolding, will contribute to the pool area's ambiance, add a graphic punch to Ocean Drive throughout the 18-month renovation, and will continue to make it the best place to party in South Beach. The hotel's popular poolside restaurant, bars and open-air performance areas will be back in action on June 1 and will remain open throughout the entire renovation period. During this time reservation inquiries will be referred to the Clevelander's sister property, the Essex Hotel, located at 1001 Collins Avenue. Located at 1020 Ocean Drive in Miami Beach's historic Art Deco district, The Clevelander has been a South Beach landmark and a hot spot for locals, pro athletes, models and Hollywood glitterati. For construction updates on this signature South Beach hot spot and other information, visit www.clevelander.com.

A West Palm Beach luxury boutique hotel and resort investment company has bought the 179-room **Mayfair House Hotel**. Ceebraid-Signal Corp. bought the property from Mayfair House Hotel LLC. Considered an architectural landmark, the hotel was designed by the architect Kenneth Treister. Terms were not disclosed. The hotel's former owner had filed for Chapter 7 **bankruptcy protection,** which was dismissed. The new owner plans to add a rooftop pool and bar, spa, and multiple restaurants and nightlife venues. Repositioning will handled by Ceebraid-Signal's new Obadon Hotel Group, led by Eric Ewoldt and Jay Litt. Ewoldt is former executive vice president of Ian Schrager Hotels and Doral Hotels & Resorts, and former vice president and managing director of Ritz-Carlton. As an executive vice president for Wyndham Hotels and Resorts and has, Litt has managed five-star properties throughout the United States and the Caribbean, including the St. Regis in New York City.

Metropolitan Miami's Met 2 project, a real estate joint venture between MDM Development Group and MetLife, will be home to the country's first **Miami Met Marquis** hotel, a signature new addition to the exclusive JW Marriott Collection Hotels. Soaring 42 stories over the heart of Miami, the new 396-room property will offer five-star luxury in the city's most technologically advanced hotel. Miami Met Marquis will also be home to one of Miami's most talked about new restaurants - **Chef Daniel Boulud's DB Bistro Moderne.** Other Miami Met Marquis amenities and services include: 20,000 square feet of retail shops split between

the first and second floors; a world-class spa and full-service gym facilities with locker rooms, pool and Jacuzzi; and 25,000 square feet of column-free ballroom and meeting space. For more information, visit www.MetropolitanMiami.com.

The **Newport Beachside Hotel & Resort** is currently undergoing a million dollar renovation A new lobby and public area with classic features in marble and wood have already been completed, tying into the new 6,800-square-foot Atlantis Ballroom. In the months to come, the building will be repainted to blend in with many of the new high-rise structures on Sunny Isles Beach. Construction has also begun on the 4,000 square-foot Elements Spa slated to open this Fall. In addition, Michael Blum, award-winning proprietor of the popular Michael's Kitchen, will open his second eatery at the Newport in November featuring a varied menu, oversized portions and a unique lounge concept with weekend entertainment. For more information, visit www.NewportBeachsideResort.com.

The **Regent Bal Harbour**, an uber-luxurious 124-room hotel described as "the epitome of sophistication and refinement," is set to open this Fall. In the exclusive Bal Harbour Village known for its designer shops, within a highly coveted affluent beach community, the 17- story hotel is also just a short ride from South Beach. Here, Regent unveils its 21st century answer to bathroom luxe: a six-fixture bathroom with 10-foot, floor-to-ceiling windows, in-mirror plasma television, and freestanding tub with ocean view. With the first **Guerlain Spa** in North America, a spectacular signature restaurant, specially commissioned private art works and 750 feet of pristine beachfront with cabanas, the hotel sets a new Florida standard for oceanfront luxury and sophisticated chic. Other special features include a Presidential Suite with media room, grand piano, sauna and 46-bottle wine storage; 180 degree views from all guest rooms and suites; and semi-private and private elevators to all rooms and suites for maximum privacy. Heading up the hotel is Guenter Richter, whose pedigree includes luxury icons such as the Hotel Bel-Air, The Mansion on Turtle Creek, The Waldorf-Astoria and The St. Regis in New York. For more information, visit www.RegentHotels.com/BalHarbour.

Solé on the Ocean in Sunny Isles Beach will open in October 2007. The 250-room Solé on the Ocean will feature a dramatic two-story lobby facing the ocean and contemporary styling by world-renown Stephane Dupoux, recognized for his work at Nikki Beach Club and Pearl in Miami Beach and Buddha Bar in New York. This pet-friendly North Miami Beach hotel will boast state-of-the-art technology, Kimpton lifestyle luxury services and thoughtful amenities such as an on-site fitness center and spa services; infinity-edged pool; business center, concierge services and 5,000-square-feet of event and meeting space. In addition, Christiane Celle's upscale hippie-chic reigns supreme at Solé's Calypso boutique. An outpost of the Manhattan-based collection of shops, Calypso will offer their coveted line of sultry resort wear, home accents and more. Owned by

Wavestone Properties and managed by Kimpton Hotels & Restaurants, Solé on the Ocean will unveil two distinct oceanfront dining and lounge experiences with indoor and outdoor seating. For more information, visit www.SoleontheOcean.com.

The Tides South Beach, the signature hotel of the newly launched luxury Tides brand, will debut its complete new redesign by trend-setting designer Kelly Wearstler in late Summer 2007. Wearstler respects the integrity of the Art Deco bone structure while bringing a contemporary new chic-by-the-shore energy to all 45 ocean-view rooms and public spaces including the grand lobby, the new restaurant La Marea, Martini and Coral bars, and refashioned pool deck featuring Wearstler's signature cabanas. The Founders Program also provides initial buyers the opportunity to buy into the newly created Tides brand and offers buyers one-of-a-kind incentives, enhanced services and real estate opportunities for up to 10 years. For more information, visit www.TidesSouthBeach.com.

The **Winter Haven Hotel** in South Beach has recently completed a $1.4 million renovation to its 71 rooms, public areas and exterior. For more information, visit www.WinterHavenHotelSoBe.com.

COOL CUISINE AND NIGHT LIFE

The **100% Natural** restaurant chain which recently opened at the Dolphin Mall promotes consumption of fresh food that is never canned or frozen and contains no type of artificial preservatives. Ingredients are handled with great care and with special emphasis on hygiene, ensuring strict quality control in the preparation of food and beverages, a philosophy that goes hand-in-hand with 100% Natural's commitment to offer healthy, toxin-free products with an unbeatable taste. Since its founding 26 years ago, the vision of the 100% Natural chain of restaurants has been to foster a culture of healthy and natural nutrition that helps people discover the balance and harmony they need for their total development as human beings.

A favorite destination for lovers of deliciously fresh fish and seafood, **Bonefish Grill** will soon be savored by diners in Coral Gables when it opens to the public on June 25, 2007 in the Bank Atlantic Building in the heart of Coral Gables. Featuring a tantalizing menu of market fresh fish and seafood, as well as delicious land alternatives, Bonefish Grill's scrumptious fish dishes are cooked over an oak-burning grill and offered with an array of signature sauces. Boasting something for everyone, the menu also features a selection of fine hand-cut beef and pork tenderloin, as well as pasta and chicken dishes. Lauded for its generous portions, the restaurant also features an assortment of daily specials and tasty appetizers including Mussels Josephine, Cajun Chicken Egg Roll and the house "specialty" Bang Bang Shrimp. The 6,092 square-foot Coral Gables

restaurant features a spacious dining room with an open kitchen and a large, energetic bar area with two community tables. The interior's sleek design features beautiful golden hardwood and hand-blown glass amber lamps throughout the restaurant. An attractive array of three-dimensional art, ranging from large-scale metal sculptures of mangroves and fishing scenes, to a large mystical fish rubbing enhance the ambience throughout the restaurant. For more information, visit www.bonefishgrill.com.

Christabelle's Quarter, the long-awaited three-story New Orleans-style restaurant, is open in the Commodore Plaza in Coconut Grove. To recreate the Big Easy style of French Louisiana architecture in South Florida, owner John El-Masry and architect Carlos Perez da Costa have built a stained glass ceiling dome, and two-story stained glass windows, ornate wrought iron railings inside and out, and a grand staircase leading to the upper decks. New Orleans's Chef Alex Patout of the award-winning Alex Patout's Louisiana Restaurant which closed its doors after 16 years in the French Quarter as a result of Hurricane Katrina, is bringing more than a taste of the Bayous: New Orleans Jazz clarinetist Tim Loughlin will host New Orleans musicians for evening performances of jazz, rhythm and blues, gospel and Cajun music and weekend jazz brunches in the New Orleans tradition. The Cajun and Creole menu includes plump oysters, wild catfish and fresh crawfish from New Orleans, alongside Cajun classics from rabbit sauce piquant to smothered roasted duck. For more information, visit www.christabellesquarter.com.

Danny Devito has partnered with New York restaurateur David Manero to create the new Italian eatery, **Devito's South Beach**. The opening will start the summer season off with a sizzle when the highly anticipated restaurant gives an exclusive VIP sneak preview on June 13, 2007, prior to opening its doors to the public on June 18. The Italian restaurant is approximately 9,000-square-feet, accommodating over two-hundred patrons within the main building an adjourning patio. For more information, visit www.devitosouthbeach.com.

Dogma Grill, South Florida's hippest and most original hot dog stands, will open a new North Miami branch, located at 899 NE 125th Street, in early July. The popular concept, which blends the All-American hot dog with innovative gourmet toppings, has two other South Florida locations including one on South Beach and one on Biscayne Boulevard. Located across the street from the Museum of Contemporary Art, the latest Dogma Grill will present the same popular menu of all-natural beef, turkey and vegetable hot dogs, as well as tasty alternatives including wraps, salads and sandwiches. The new space will offer both indoor and outdoor seating and be open daily from 11:00 a.m. to 9:00 p.m. For more information, visit www.DogmaGrill.com.

Michael Jacobs, award-winning executive chef of the newly minted **Grass Restaurant & Lounge**, which opened April 2007, brings decades of culinary experience to the lushly landscaped, open-air 90-seat dining oasis. Located in the burgeoning Miami Design District, the opening of Grass is part of the District's ongoing metamorphosis into a dining and nightlife destination. The ambiance invokes dinner in paradise with cushy white banquettes, plush sofas and a bar illuminated by a wall of apothecary jars brimming with colorful flora and fauna. Jacobs' innovative dinner menu unites fresh American and Asian ingredients to create light yet satisfying contemporary dishes that virtually sing on the plate. For more information, visit www.grasslounge.com.

Already a trendsetting steakhouse throughout Brazil, **Grimpa** will open its first United States location in Miami in June 2007. The new hub of restaurants, nightclubs and retail stores encompassing Mary Brickell Village is set to welcome the two-story, 300-seat upscale Brazilian restaurant. High ceilings, glass staircases, stylish chandeliers, fine-dining service, tailored uniforms, superior table linens, elegant interior design and an eye-catching crystal wine cellar will distinguish the restaurant. Grimpa, a name inspired by the campfire traditions of the gauchos and the branches of the Araucaria tree in southern Brazil, features a variety of hand-carved meats served "rodizio" style by roaming carvers with large sword-like skewers. The restaurant's wine cellar boasts more than 500 selections with notable vintages from around the world. For more information, visit www.Grimpa.com.

A festive yet casual ambiance, combined with authentic Mexican cuisine, makes the **Rosa Mexicana** restaurant a true dining experience. The restaurant boasts over forty choices of premium tequilas, to the signature Frozen Pomegranate Margaritas and the award winning Guacamole de Molcajete made to order tableside and served with house made chips and warm corn tortillas. Roberto Santayana, an instructor in Culinary Adventures 'chefs' master series, has been brought in as Rosa Mexicano's Culinary Director to revitalize one of New York's traditional restaurants which is now a fast growing restaurant chain. Aside from New York City's Union Square, the restaurant has opened to critical acclaim in D.C., Atlanta and now Palm Beach with a new location to open in Miami's Mary Brickell Village in 2007. Visit http://www.rosamexicano.info for more information.

ATTRACTIONS ACTION

A new facility for the **Cuban Museum** will be located at 1200 Coral Way in Coral Gables and will funded in part by Miami-Dade County's Building Better Communities Program, which allocated $10 million for the project. The mission of the Cuban Museum is to preserve and share the Cuban cultural heritage in freedom. Founded as a not-for-profit organization in 1996, the Cuban Museum

will house exhibits portraying Cuban cultural heritage through music, literature, history and art. For more information, call 305-375-1545.

Miami Seaquarium will unveil its new dolphin habitat, **Dolphin Harbor,** in July 2007. The new $5 million habitat will be home to the park's expanded **Swim with our Dolphins** program. The program will feature a two hour up-close and personal dolphin interaction experience that includes an intimate swim with a dolphin, an interactive educational segment in a classroom environment and one day's admission to Miami Seaquarium. Home to eight Atlantic Bottlenose Dolphins, the new habitat features a 12,000-square-foot, 700,000-gallon dolphin pool surrounded by an 8,000-square-foot meeting facility. For more information, visit www.MiamiSeaquarium.com.

RETAIL NEWS

Latin caterer extraordinaire Juanita Plana recently opened a culinary store and cooking school called **Chef's Corner** in the Village of Merrick Park in Coral Gables. The shop by this grand dame of Miami catering features a Viking kitchen for cooking demonstrations and classes and a shop filled with gourmet foods, luxury tabletop accessories, unique kitchen tools, prepared foods and interesting gifts. But the main draw is the cooking school, which will invite chefs, ranging from celebrity toques to the chef at a neighborhood hangout, to teach weekly classes. For more information, visit www.ChefsCornerCorp.com.

Carrying contemporary, ready-to-wear fashion apparel, and new and vintage accessories, the new **hip.e** boutique on Miracle Mile in Coral Gables offers unique brands, including Tracy Reese, Vera Wang Lavender Label, Chick and Nicholai by Nicky Hilton, Ted Baker, Paige Premium Denim, Vivienne Tam, Gold Hawk, Sworn Virgins, Bellekat, Bianca Nero, bread & butter, C & C California, Cynthia Steffe, Diabless, IRO, Julie Haus, Magaschoni, Matty M, Plan b, Poleci, Prairie, Sharon Segal, TAG Jeans and Walter. The boutique has a relaxed atmosphere with a funky vibe, created by incorporating a myriad of design styles and design touches, like a loft area with private shopping and fitting rooms, and complimentary champagne and coffee for all shoppers.

Mayfair in the Grove has added the following four new tenants: **Cielo Supper Club and Garden** featuring fusion cuisine of the Americas, is open for lunch and dinner daily with live Latin jazz-blues-salsa on weekends and the Grove's most interesting happy hour every afternoon in the Atrium garden; **Chandi Wine and Spirits**, offers an interesting wine shop with a selection of unique artisan wines, as well as your favorite spirits and mixers; **Maurizio Distefano Hair and More**, an upscale salon is brought to you by internationally renowned hair designer Maurizio Distefano. The salons features the ultimate in hair and color design, holistic skin care, body treatments, massage, waxing and nail care; and the **Center for Beautiful Skin** is a

magnificent spa that pampers your body and soul. Coming this fall--- a Grove Sports Bar restaurant concept located on Florida Avenue. For more information and links to the web sites of the above tenants, please visit www.mayfairinthegrove.net.

SAMY COMPANIES, the Miami based manufacturers of professional performance hair care products, recently opened its flagship salon, **Samy Style Beauty Lounge Salon** on Lincoln Road, in Miami's ultra-chic South Beach. This is the first of many more salons for the company, and will serve as the blueprint for the rollout of this salon concept in many key fashion capitals of the world in the coming years. At more than 3,600-square-feet on two levels, the new Samy Style Beauty Lounge will be one of the largest full service beauty salons on Miami Beach.

Sex &, a membership-only "sexy chic" emporium exclusively for women, opens its doors in July 2007 in the heart of South Beach. **Sex &** offers a members-only policy through an approval system which helps maintain its elite clientele. It features fingerprint technology to screen members when entering the lavish location, where "hedonism" is the only rule. **Sex &** is open from noon to midnight, seven days a week so that shoppers' desires can always be satiated. **Sex &** is the first store to offer its "sexy chic" retail concept, introducing an entirely new way of shopping. The store will offer a collection of select lingerie, evening gowns, apparel, shoes and jewelry, with labels such as Sonia Rykiel, Fatina Lars, Ungaro, Jean Paul Gaultier, Brian Atwood, Christian Louboutin, Jacob & Co., Lolita Pompadour, Pierre Hardy Spoylt, Lala Rose and Love Sex Money, along with many other top names. The store will also feature a complete line of high-end products such as massage creams and oils, fragrances, music and luxury gifts. Additionally, the shop boasts a tea room, champagne bar, hair and makeup stations and a fashion runway which will have shows every hour.

TRANSPORTATION

Biscayne Lady Yacht Charters recently added a new $6 million yacht called the "Venetian Lady" to its fleet. With three decks to accommodate up to 140 guests for private corporate or social events, the yacht offers dinner, lunch, brunch, breakfast or cocktail cruises. The vessel is also ideal for hosting special events, incentive parties, birthdays, weddings, bar/bat mitzvahs, holiday parties, conferences and corporate events. For more information, visit www.BiscayneLady.com.

Miami Flight seeing Air Tours recently expanded its fleet to six aircraft. The additional aircraft will now allow for booking group tour packages, as well as increasing current bookings. With the added aircraft, Miami Flight seeing can now accommodate up to 20 passengers at one time. Miami Flight seeing also

offers limousine pick up and drop off from anywhere on Miami Beach. For more information, visit www.MiamiFlightseeing.com

The Greater Miami Convention & Visitors Bureau (GMCVB) is an independent not-for-profit sales and marketing organization whose mission is to attract visitors to Greater Miami and the Beaches for leisure, business and conventions. For a vacation guide, please visit www.MiamiAndBeaches.com or call 1-888-76-Miami (US/Canada only) or 305-447-7777. To reach the GMCVB offices, dial 305-539-3000. Meeting planners may call 1-800-933-8448 (US/Canada only) or 305-539-3071 or visit www.MiamiMeetings.com.