



**For Immediate Release**

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Contact: ChrisAnn Richards

714-969-4975

Email: [chrisann@richards-stark.com](mailto:chrisann@richards-stark.com)

***Samuels & Company, Inc. Influences Retail  
Development in Downtown Los Angeles***

*Veteran Shopping Center Advisor/Broker Closes Key  
Retail and Entertainment Uses at L.A. LIVE*

*Los Angeles, California (August 23, 2007).....* For close to a decade, Los Angeles-based *Samuels & Company, Inc.* has influenced development in Southern California. Most recently, led by founder Howard J. Samuels, *Samuels and Company, Inc.* has completed and assisted in leasing more than 166,000 square feet of space for restaurant, entertainment and hospitality accommodations for L.A. LIVE, the downtown Los Angeles mixed use sports, residential and entertainment district being developed by Anschutz Entertainment Group (AEG).

*Samuels & Company, Inc.* has provided advisory and leasing services to AEG on the development of the entertainment and restaurant portion of L.A. LIVE since the project was initially conceived more than three years ago. Among the leases brokered by Samuels were the 24,000-square-foot Lucky Strike Lanes, the 14,000-square-foot-celebrity-owned Conga Room, the 7,500-square-foot Fleming Prime Steakhouse and Wine Bar, the 7,200-square-foot Katsuya, the 8,500-square-foot Rosa Mexicano, the 13,000-square-foot Yard House, and the 1,800-square-foot Starbucks and New Zealand Natural. Samuels also assisted in procuring the 90,000-square-foot, 14-screen Regal Cineplex.

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**Samuels & Company, Inc. 1940 Century Park East, Ste. 200 Los Angeles, CA 90067**

**(310) 203-8301 [www.samuelscompany.com](http://www.samuelscompany.com)**

“Being a part of the most influential downtown project to take place in the last 25 years has been extraordinary; and to work with a first-rate company like AEG has been an opportunity of a lifetime,” said Samuels. “AEG is the preeminent sports and entertainment company in the world, and I truly believe L.A. LIVE and AEG are going to change the way that Southern Californian’s think about downtown Los Angeles.”

“Furthermore,” says Samuels, “Downtown Los Angeles appears to be underserved by many retailers. I feel someone could develop more than a million square feet of retail space if it were available.” Samuels should know since his company is the advisor and exclusive leasing brokers for LA Center, just across the street from STAPLES Center which is a mixed-use project being developed by The Moinian Group on Figueroa and 11<sup>th</sup> that will include 250,000-square-feet of prime retail/entertainment/leisure time users with 860 residential units and a 220 room hotel. Additionally, *Samuels & Company, Inc.* is leasing approximately 25,000-square-foot ground floor retail at the AT&T Center, a one million square foot office campus, located east of STAPLES Center that includes Starbucks, Subway, and FedEx Kinko’s.

**ABOUT SAMUELS & COMPANY, INC.**

Founded by veteran real estate developer, Howard J. Samuels in 1997, *Samuels & Company, Inc.* is a full-service real estate advisory, development and brokerage company based in Los Angeles, California. The firm provides these services to prominent clients and projects such as AEG for the \$2.5 billion mixed-use project called L.A. LIVE in downtown Los Angeles; The Tussauds Group / Merlin Entertainments Group for Madame Tussauds in Hollywood, California and Washington, D.C. and for LEGOLAND Discovery Centres in North America; Meadowlands Xanadu in East Rutherford, New Jersey for the \$2.2 billion, 2.2 million square foot entertainment/retail complex developed by the new partnership of Colony Capital/Dune Capital/Kan Am Realty; and New York based The Moinian Group for LA Center across from STAPLES Center that will include 250,000 square feet of retail/entertainment leisure time users with 860 residential units and a 220 room hotel. *Samuels & Company, Inc.* also serves as the developer/exclusive broker for the leasing and development of Canyon Springs Marketplace in Riverside, California for a labor pension trust, which includes tenants such as Cost Plus, Bed Bath & Beyond, Marshalls, Old Navy, Petco, and Cacique/Lane Bryant and OshKosh B’Gosh/Carter’s, Starbucks, FedEx Kinko’s and Rubios.

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The senior executives of *Samuels & Company, Inc.* have over 50 years cumulative experience in leasing and developing projects such as Ontario Mills, The Block of Orange, The Pike in Long Beach and 16 shopping centers anchored by the Price Club/Costco.

*Samuels & Company, Inc.* is located at 1940 Century Park East, Suite 200 in Los Angeles, California. For more information, contact Howard Samuels at (310) 203-8301 or email at [hsamuels@samuelscompany.com](mailto:hsamuels@samuelscompany.com).

## **ABOUT L.A. LIVE**

AEG is currently overseeing the development of L.A. LIVE, a four-million-square-foot, \$2.5 billion downtown Los Angeles sports, residential & entertainment district adjacent to STAPLES Center and the Los Angeles Convention Center featuring NOKIA Theatre, a 7,100-seat, live-performance theater (opening, October, 2007); a 54-story, 1,001-room convention "headquarters" hotel (combining JW Marriott and Ritz Carlton brands and 224 luxury condominiums -- The Ritz-Carlton Residences at L.A. LIVE), Club NOKIA, a 2,200 capacity, live-music venue; a 14-screen Regal Cineplex; "broadcast" facilities for ESPN along with entertainment, restaurant and office space.

L.A. LIVE will also be the region's most in-demand and busiest hospitality location, featuring 260,480 square feet of conference center and ballroom facilities; eight world-class restaurants, including the ESPN Zone, Flemings Prime Steakhouse and Wine Bar, Katsuya, The Farm of Beverly Hills, Yard House, Rosa Mexicano and dining concepts developed by Wolfgang Puck, Celestino Drago and others; a 100,000-square-foot special events deck; the famous Lucky Strike Lanes bowling center; the celebrity-owned Conga Room; and the one-of-a-kind Grammy Museum saluting the history of music and the genre's best known awards show. All of the aforementioned facilities will be centered around NOKIA Plaza, a 40,000-square-foot outdoor event space.

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