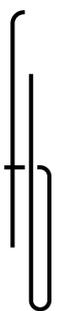




## VIEW FROM THE BLEAU

OWNER NEWSLETTER  
VOLUME 2 ISSUE 1 Q3 2008





## FONTAINEBLEAU ROLLS OUT NEW BRAND

With its spectacular re-opening in September, FONTAINEBLEAU® Miami Beach is poised to become the ultimate resort experience, offering a unique and dynamic environment where people, art, design, fashion and technology meet. Here, observation has become participation; anticipation transforms into reality. This is the new Fontainebleau.

To develop a comprehensive vision of the Fontainebleau culture and guest experience, Fontainebleau Resorts LLC partnered with Arnell Group, a world-renowned multidisciplinary design and identity firm specializing in experiential design, brand and product innovation and new media and technology design and integration. The award-winning group has created successful brand architectures for some of the world's best companies, including Samsung, DKNY, Banana Republic, Jose Cuervo and Reebok. Arnell Group's insight and expertise assures that Fontainebleau will have irresistible market appeal –attracting more guests than ever before.

Fontainebleau is building a powerful identity that generates a new level of awareness, anticipation and emotion, driving new business and creating uncontested loyalty to the Fontainebleau culture.

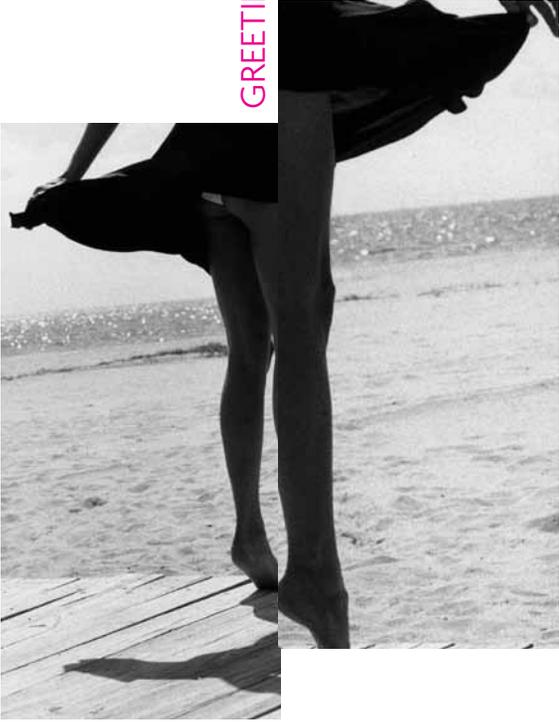
This fall, the new Fontainebleau will be unveiled to consumers with an aggressive marketing and advertising campaign developed by Arnell Group. In advance of the campaign, Fontainebleau has partnered with three strategic public relations firms who have already begun to cultivate both the business and consumer media in preparation for the Fontainebleau Miami Beach preview opening in September. Even now, Fontainebleau has appeared in USA TODAY in May and June, as well as several other national media outlets.

Over the course of the next few months, you will see visual elements of the new Fontainebleau brand appear throughout the resort leading up to the re-opening, including our new logo. A new website is also scheduled to launch in September.

Condominium owners and their guests will benefit from all of the extraordinary new amenities at Fontainebleau Miami Beach, including signature restaurants by award-winning chefs; two chic nightlife venues; a two-story, 40,000 square foot spa, an expansive poolscape and state-of-the-art conference and event facilities. It is a spectacular setting, a vibrant new kind of immersive experience and a unique eco-conscious green environment – all with enormous appeal for smart, sophisticated audiences.

Anticipation continues to build as the debut of Fontainebleau Miami Beach approaches and our new culture is introduced to the world. Be assured, the Fontainebleau brand will grow in significance, acceptance and success to become an international icon in the evolving hospitality landscape. The best is yet to come.

GREETINGS FROM THE BLEAU



April and May have been outstanding months at Fontainebleau and we look forward to the upcoming excitement.

We continue to assist all our owners and their guests in making their stay with us as memorable as possible. In order for your needs to be met any day of the week, the Sorrento Owner's Lounge and Pool will be open and serving food daily.

Extremely exciting things are happening throughout the resort. We continue to make preparations for our preview opening in September and look forward to sharing the finished masterpiece with you.

All of us at Fontainebleau hope you enjoy your summer with us. See you on your next trip to Fontainebleau!

Best Regards,

Adam Klein

Director of Hotel and Condominium Operations

# INFORMATION

**Owner Reservations** We continue to do our best to accommodate all requests, but with the upcoming reopening of the resort, we foresee a greater amount of sold out nights in the future. We apologize in advance for the inconvenience. Please keep in mind it is recommended you book your units as far in advance as possible. We can no longer accept reservations for the following dates:

September 3 - September 4

September 11 - September 12

November 14 - November 19

**Condo Association Update** The Sorrento Condominium Association will be holding its first Special Members Meeting and Election of Directors on Monday, July 21 at 2 pm in the Sorrento Owner's Lounge. The purpose of the meeting is to elect a Sorrento unit owner to the Board of Directors. Your participation is encouraged.

## EDITING STAFF

Australia Rodriguez Condominium Association Manager

Adam Klein Director of Hotel and Condominium Operations

## FONTAINEBLEAU IN THE NEWS

With the rollout of the new Fontainebleau brand, we've made quite a splash in the press lately. USA TODAY, read by more than 2.6 million people, published a story about the rebirth of our iconic resort, including a rendering of the beautiful poolside cabanas, as well as another story on Fontainebleau's initiative to create the first 'paperless' hotel room. NEW YORK POST, with 667,118 readers, mentioned Fontainebleau's return to glory in its "News & Notes" section. Our local media has also been reporting on resort news with extensive stories in the MIAMI HERALD (272,291 readers) and EL NUEVO HERALD (81,042 readers), as well as a business item on our major hiring initiative in the SOUTH FLORIDA SUN-SENTINEL (226,591 readers). Continue to keep your eye out for Fontainebleau in the news, especially as we get closer to the grand opening, which has become one of the most talked about events of the year.

Also, simple and intuitive options for booking and pre-planning will be offered online at Fontainebleau.com. Interactive programming will be available throughout the resort, and the highlight of the program is a personal iMac® computer in every room assisting guests and owners in customizing their stay; inspiring them to share memories; encouraging personal expression and creating immediate actionable feedback. As a result, Fontainebleau has unlocked the potential to cut back on more than half a million newspapers each year, totaling more than one million pounds of saved newspapers alone.

Using a simple and consistent interface, Fontainebleau.com will provide guests and owners access to many of the same information and planning features from their own home, laptop or mobile device. Guest information will be seamlessly integrated with the on-property devices so that check-in kiosks will recognize details about a guest such as a prior request for a hypoallergenic pillow or an outstanding online newspaper preference selection.

The first 'paperless' hotel room in the world could be yours.

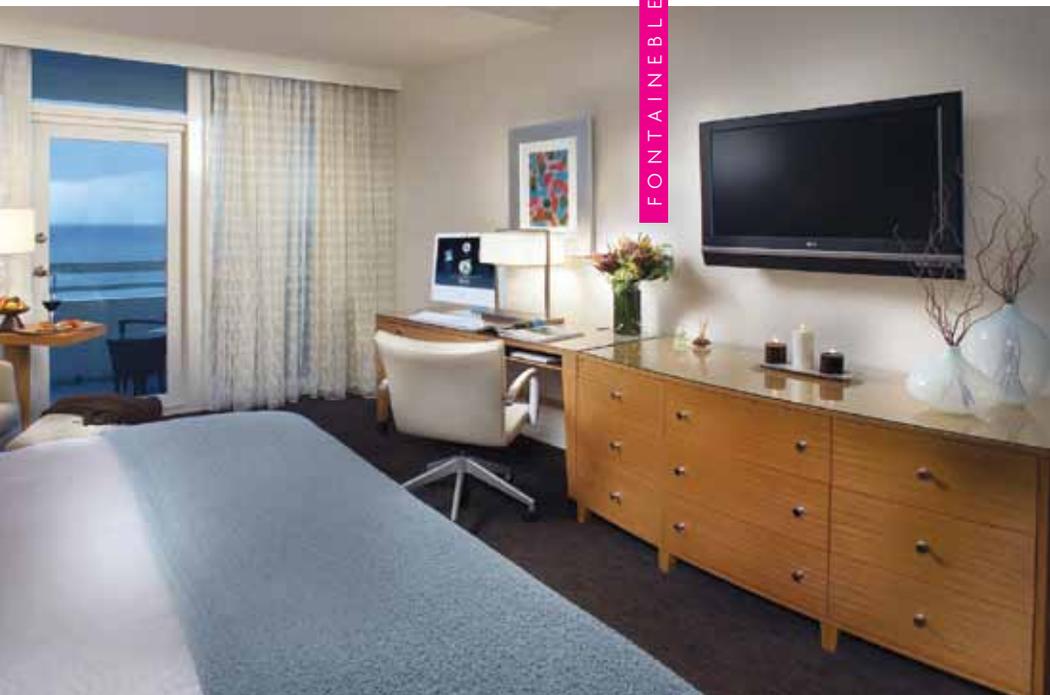
Fontainebleau Miami Beach will utilize Apple® technology to create a 'paperless' experience but, no need to worry, toilet paper doesn't count!

The combination of Fontainebleau's rich legacy with Apple's expertise in open innovation and accessible/personalized media will allow Fontainebleau's owners and guests to experience a new standard in hospitality.

Please note that the introduction of a personal iMac® in Trèsor and Sorrento suites is expected to occur by the end of 2008. Owners

participating in the rental program that have the FF&E upgrade will receive the iMac® technology. For owners not participating in the rental program with the FF&E upgrade, iMac® technology will be available at the owner's expense.

FONTAINEBLEAU INTRODUCES FIRST 'PAPERLESS' HOTEL ROOM



### A SWEET ADDITION TO FONTAINEBLEAU

We're pleased to announce the newest additions to Fontainebleau's world class culinary team – and these two take the cake! Accomplished international industry professionals Jean-Marie Auboine and Sylvain Bortolini have been named Executive Pastry Chef and Assistant Pastry Chef, respectively.

Auboine will be responsible for the complete pastry operations of the hotel including directing and guiding the entire culinary team in providing exceptional pastry quality and products. Bortolini will work closely with Auboine overseeing the day-to-day operations, as well as leading the design and production of wedding cakes and special-order pastries.

The two previously worked together at the Presidente InterContinental Mexico City where Auboine served as Executive Pastry Chef and Bortolini was Sous Chef. During this time, Auboine also was Corporate Pastry Chef for Intercontinental Hotels, responsible for the pastry operations of the eight hotels in Mexico City.

The combined experience of these two chefs stretches across the world, from the finest restaurants and gourmet pastry shops in France to esteemed hotels in Switzerland and Monaco.



LEFT FONTAINEBLEAU EXECUTIVE PASTRY CHEF JEAN-MARIE AUBOINE  
RIGHT FONTAINEBLEAU ASSISTANT PASTRY CHEF SYLVAIN BORTOLINI

### EMPLOYEE SPOTLIGHT

John Rogers grew up in the hotel industry. As a child, he would run around and play in his parent's beach hotel in Quito, Ecuador. His first jobs were at the hotel's front desk and in housekeeping. It's no wonder this passion would lead him to the iconic Fontainebleau Miami Beach.

As Director of Recreation, John is responsible for the recreation operation and facilities, including program development and enhancing the guest experience at our pools, cabanas and beautiful beach.

John says the resort evokes different feelings to all those who see it, and therefore, each guest has a unique vacation experience in mind. John's excited to be a part of the staff that is able to co-create this experience with each guest solely with their needs in mind.

Prior to joining Fontainebleau, John served as the Food & Beverage Area Manager and the Director of the Recreation Department at Loews Miami Beach.

John moved to Miami from Quito to study Hospitality Management at Florida International University. He loves to travel and visit remote areas where he can experience the local flair and culture first-hand.

JOHN ROGERS  
DIRECTOR OF RECREATION



## GOINGS ON IN AND AROUND MIAMI BEACH

### JULY 9 – 13

ZO'S SUMMER GROOVE  
VARIOUS LOCATIONS THROUGHOUT MIAMI  
WWW.ZSG.COM

### JULY 12 – 13

INTERNATIONAL MANGO FESTIVAL  
FAIRCHILD TROPICAL BOTANIC GARDEN  
WWW.FAIRCHILDGARDEN.ORG

### JULY 12 – 19

GALA CHORUSES FESTIVAL 8  
VARIOUS VENUES THROUGHOUT DOWNTOWN MIAMI  
WWW.GALACHORUSES.ORG

### JULY 18 – 20

IFE-ILE AFRO-CUBAN DANCE FESTIVAL  
ARTS & MIND CENTER (COCONUT GROVE)  
WWW.IFE-ILE.ORG

### JULY 18 – 21

MERCEDES-BENZ FASHION WEEK MIAMI SWIM  
RALEIGH HOTEL  
WWW.MBFASHIONWEEK.COM/MIAMI

### JULY 24

SHARE OUR STRENGTH'S TASTE OF THE NATION MIAMI  
THE RITZ CARLTON IN KEY BISCAIYNE  
WWW.TASTE.STRENGTH.ORG

### JULY 30 – AUGUST 3

MIAMI SALSA CONGRESS  
FONTAINEBLEAU MIAMI BEACH  
WWW.MIAMISALSACONGRESS.COM

### AUGUST & SEPTEMBER

MIAMI SPICE RESTAURANT MONTH  
VARIOUS RESTAURANTS THROUGHOUT MIAMI  
WWW.ILOVEMIAMISPICE.COM

### AUGUST 29 – 31

INTERNATIONAL GEM & JEWELRY SHOW  
MIAMI BEACH CONVENTION CENTER  
WWW.INTERGEM.NET

### AUGUST 29 – SEPTEMBER 2

MIAMI HOME DESIGN & REMODELING SHOW  
MIAMI BEACH CONVENTION CENTER  
WWW.HOMESHOWS.NET

### AUGUST 29 – SEPTEMBER 14

INTERNATIONAL BALLET FESTIVAL OF MIAMI  
VARIOUS LOCATIONS THROUGHOUT MIAMI  
WWW.INTERNATIONALBALLETFESTIVAL.COM

### SEPTEMBER 13 – 14

'DIG THE BEACH' VOLLEYBALL NATIONAL CHAMPIONSHIPS  
LUMMUS PARK BEACH  
WWW.DIGTHEBEACH.COM

### SEPTEMBER 13 – 14

MIAMI BEACH SEPTEMBER SPORTS SERIES  
SOUTH BEACH  
WWW.FAMILYFITNESSWEEKEND.COM

### SEPTEMBER 24 – 26

AMERICAS FOOD & BEVERAGE SHOW  
MIAMI BEACH CONVENTION CENTER  
WWW.AMERICASFOODANDBEVERAGE.COM

## Sample a Taste of the Nation for a Great Cause

Our very own Executive Chef Sean O'Connell will represent Fontainebleau Miami Beach at the Share Our Strength's Taste of the Nation Miami event on Thursday, July 24 at The Ritz Carlton in Key Biscayne. We encourage you to support Chef O'Connell and this wonderful cause where you can sample fare from 40 of Miami's best restaurants, wine distributors and mixologists; dance to a live band; and participate in a silent and live auction. For tickets, please visit [www.taste.strength.org](http://www.taste.strength.org).

Taste of the Nation is the nation's finest and largest culinary benefit supporting the fight to end childhood hunger in America. Every spring, thousands of the best chefs and restaurateurs donate their time, talent and cuisine to create over 60 events throughout the United States and Canada, raising more than \$70 million nationwide since it first started in 1988. It's the only one of its kind where 100 percent of the ticket sale proceeds go directly to the cause and, in our community, will go to Daily Bread Food Bank and P.A.C.T.

F O N T A I N E B L E A U