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FRIEDMUTTER GROUP ARCHITECTURE & INTERIOR DESIGN STUDIOS

Around the World and Right Next Door



BRAD FRIEDMUTTER

Friedmutter Group Architecture & Interior Design Studios, founded in 1992 by Brad Friedmutter, is an award-winning design, architecture and master planning firm specializing in large multi-use hospitality, casino, entertainment, retail and high-rise hotel/condominium projects. Friedmutter Group offers high quality, innovative design solutions to clients all over the world. From core-and-shell architectural design to interior fit out, they have United States offices in Las Vegas; New York; Atlantic City; Newport Beach, California; Biloxi, Mississippi; and international offices in Dubai, UAE and Macau. Friedmutter Group is comprised of more than 200 diverse and creative architects, designers and art directors, all utilizing the latest cutting-edge technology in order to provide impeccable services for all clients.

Brad Friedmutter has personally assembled one of the most dynamic and experienced teams of senior design professionals in the industry. Respected and knowledgeable in the fields of hospitality, resort, entertainment and retail design, Friedmutter and his staff have won numerous industry awards including the Architectural Design Company of the Year (2006: American Gaming Association Casino

Design Awards). In addition Friedmutter himself was recently honored for his many contributions to the industry with the prestigious 2007 Sarno Lifetime Achievement Award for Casino Design.

Friedmutter Group has designed and assisted in the successful opening of hospitality, casino and entertainment projects well in excess of \$12 billion. Notable recent projects include Station Casinos' Four Diamond Award-winning Green Valley Ranch Resort; the exciting new Red Rock Resort, Casino and Spa; and the groundbreaking Cosmopolitan Resort on the Las Vegas Strip.

Currently Friedmutter Group is developing design and master-plan concepts in locations all over the globe, including the United Arab Emirates, the United Kingdom, New Zealand, Hungary and Macau. Friedmutter Group continues to work with a wide range of operators in the casino/hospitality industry including Station Casinos, Harrah's Entertainment, Cosmopolitan Resort, MGM/Mirage Resorts, Dubai Properties, Trump Entertainment Resorts and others.

Friedmutter Group's reputation and commitment has produced an over 90-percent rate of repeat business from these and other clients. The firm enjoys an enviable rate of return on their projects and participates in their success.

Vibrant Development Group specializes in creating dynamic retail, dining and entertainment destinations.

Co-founded by President Chuck Bragitikos and principal Jason Spillerman, the Philadelphia, Pennsylvania-based company has worked with gaming companies, leading sports and entertainment groups, real estate developers, and the public sector to create compelling destinations. Its motto is "from concept to reality." Today Bragitikos and his partners work with gaming companies, developers, professional sports teams and the public sector to conceive and develop dining, entertainment and retail destinations.

Recently they were strategic advisor and owner's representative for Aztar, parent company of Tropicana Casinos, on the expansion of its flagship Atlantic City property. At its core: Atlantic City's first immersive dining, entertainment and retail project, themed around pre-Castro Havana and called the Quarter. It opened in late 2004 and is cited as a key in Atlantic City's recent revitalization.

Principal and co-founder Jason Spillerman, previously a senior consultant at MRA International, has consulted with real estate investment trusts,

private landowners, public and quasi-public development entities, cities, gaming companies, professional sports clubs and entertainment/media companies to create destination real estate projects. He specializes in assessing and implementing development strategies for large-scale, mixed-use developments.

Vibrant educates itself about clients' strategic and financial goals. It analyzes the market and customizes a mix of shops, restaurants and entertainment venues to create a fun, exciting experience.

It works with existing design and development teams or assembles such teams.

Vibrant finds tenants, structures management or licensing agreements with famous chefs or entertainment concepts, creates joint ventures with independent operators, or works with management's food and beverage team to develop unique dining concepts.

It helps secure public approvals and financing, finds strategic partners or brands and helps create unique features or program entertainment for a property.

For more information visit vibedev.com.

VIBRANT DEVELOPMENT GROUP

Strategies Large and Small



ENTRANCE TO THE QUARTER AT THE TROPICANA IN ATLANTIC CITY