

LOFTY DESIGNS:

Daniel V. Steps onto the Runway for NYLO Hotels

ATLANTA (July 24, 2006) -- If you liked his work on "Project Runway," you'll love his designs for NYLO Hotels.

Daniel Vosovic, star of the Emmy-nominated Bravo Television series, will design clothing for NYLO, the new boutique hotels for business travelers. Last season, "Runway" drew the attention of 25 million viewers to Daniel's sense of style. He won more of the reality series' challenges than any of his fellow designers. In Bravo's online poll, Daniel ranked as viewers' overwhelming favorite, winning over fans with his talent, charm and grace under pressure.

"Daniel is consistently praised for his sophisticated, clean designs and spirit of innovation," explains John Russell, CEO, NYLO Hotels. "We know he'll do great things for our breakthrough brand."

NYLO aims to change the face of business travel with a new class of hotels that are boldly designed, engaging and fun. The new business boutique brand features residential urban loft design. NYLO is part of a growing trend toward lifestyle products and services that are trans-generational. That is, they appeal to consumers across the generations looking for new experiences that are self-styled and evolutionary. Offering nightly rates of \$115 - \$135, NYLO plans to have 150 – 175 hotels across North American by 2010.

"We're making high style highly affordable," Russell notes. "What jetBlue, IKEA, Starbucks and Mini Cooper have accomplished in their industries, NYLO will do for business travel."

"Clothes should be fun, interesting and modern, but they have to be wearable too," he continues. "In that sense, the clothing line will be an extension of the brand. NYLO will be fresh and chic. At the same time, the hotels will have a mission to make people feel comfortable and at home."

"I'm loving this project," he adds. "The creativity is tremendous. This is a great opportunity to work with people who really understand design."

Ruling the Runway

While on "Runway," Daniel was described in his hometown-area press, *Detroit News*, as "the easy-going, easy-to-like designer, who also happens to be extremely competent and

creative."The 25-year old designer grew up in East Grand Rapids and Lowell, Mich. He graduated in 2005 from the Fashion Institute of Technology, New York City. While there, he represented the institute at the prestigious international design competition "Milano Studia la Moda" in Milan, Italy, 2004. More accolades soon followed, when the renowned designer Emilio Cavallini chose Daniel's design for his window display during the Pitti Filati 2004/2005 Trend Show, a major trade show in Florence, Italy. For the 2005 spring season in New York, Daniel interned for Sari Gueron, the designer of upscale women's fashion featured at Saks Fifth Avenue, Nordstrom, Bergdorf Goodman, Barney's and other stores nationwide.

Also in 2005, Daniel was selected from thousands of applicants to participate in "Runway," Bravo's highest rated series. As one of sixteen designers, he won over judges and viewers with his sophisticated sense of style and outgoing personality. Voted into the top three by the judges, Daniel presented a 13-piece collection to glowing reviews at New York's Fashion Week, February 2006. Earlier this month, he returned to "Runway," to help to select contestants during the Season 3 premiere. Among other things, Daniel also hosts a fashion and lifestyle blog on www.bravotv.com

Although design is his passion, Daniel has achieved professional status in several of his other creative endeavors. He was a competitive national gymnast for 12 years. Later, he became a dance instructor and choreographer, specializing across the board from hip-hop and jazz to classical ballet. When not creating new fashions, Daniel pursues interests as varied as his designs. With the motto "never stop learning," he lists film and photography among his hobbies. He plans to take up the violin this winter and master surfing before turning 30.

ABOUT 'PROJECT RUNWAY'

"Project Runway" is Bravo's highest-rated series. The reality series' fashion designers face design challenges with strict deadlines and budget constraints. What they need is talent, creativity, craftsmanship, personality, drive and opportunity to shine. The level of competition has won high praise for the show. *The New York Times* called "Project Runway" "the Prada of reality shows."

ABOUT NYLO

Atlanta-based NYLO Hotels offers a new class of hotels that combines the dynamic qualities of urban residential loft-style living with the best-of-the-industry features of leading hotel brands. The properties will feature bright, spacious loft accommodations; state-of-the-art business center; gym, and 24-hour, healthy-alternative restaurant and bar. They will cater to business travelers seeking an energized alternative to the bland, one-size-fits-all experience typically found in mid-priced lodgings. For more information, visit www.nylohotels.com.

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