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260 PEACHTREE STREET, NW • SUITE 2301 • ATLANTA, GA 30303 • P 404.221.0600 • F 404.221.0060 • WWW.NYLOHOTELS.COM

## **NYLO Hotels Chooses SynXis To Launch The Brand** *Properties will use RedX<sup>®</sup> to manage all distribution channels*

**SOUTHLAKE, Tex. (Sept. 27, 2007)** – SynXis, the Sabre Holdings business that provides hotel distribution and Internet marketing services globally, announced today that NYLO Hotels has selected SynXis to launch its brand. The new lifestyle hotel company will use the **RedX** Distribution Management System as its single distribution platform. **RedX** will connect NYLO to all distribution channels, including Global Distribution Systems (GDS) and leading online travel sites. The system will make it easier for guests to book travel, by providing a state-of-the-art booking engine for the NYLO website ([www.nylohotels.com](http://www.nylohotels.com)). In addition, NYLO will use SynXis' private label call center services.

**RedX** Property Connect<sup>SM</sup> will integrate data automatically between **RedX** and NYLO's Property Management Systems, SoftBrands' HIS. As a member of the SynXis Technology Partner Program, Softbrands will work with SynXis and NYLO Hotels to guarantee a successful launch of the 2-way interface, which will improve hotel efficiencies with automated reservation delivery, as well as inventory, rates, and restriction (stay controls) uploads. **RedX**'s advanced integration capabilities, along with the flexibility and expertise of the SynXis team, were among the reasons why NYLO chose SynXis.

**"RedX** will distribute our inventory widely, while also streamlining operations," said Patrick O'Neil, vice president of operations for NYLO Hotels and general manager of the brand's inaugural property in Plano, Tex. "Employees will be able to spend less time focusing on technology and more time interacting with guests. In addition to its powerful technology, SynXis has the experience with mid-sized hotel brands we were looking for. As NYLO grows, the expertise of the SynXis staff will be invaluable."

NYLO is an innovative lifestyle hotel company offering the services and amenities of upscale properties at nightly rates typically associated with mid-priced lodgings. The brand features breakthrough urban loft design, including guestrooms with ten-foot-plus ceilings, oversized windows and exposed brick-and-polished concrete walls. In each hotel, The Loft will be a high-

energy gathering place, where guests will work, shop, meet, drink, dine, check e-mail, play pool, read a book or simply relax in a comfortable atmosphere that feels like a living room. NYLO's first property debuts in December in Plano, a fast-growing suburb of Dallas. A second hotel will open next summer in Warwick, R.I., near Providence. The company is committed to having 50 properties nationwide by 2010 through a combination of open and contracted hotels.

"NYLO is an exciting new brand, and we are thrilled to be selected as their distribution partner," said David Meltzer, vice president of sales for SynXis. "They went through a very rigorous selection process and determined that SynXis products and services offer the right combination of stability, innovation and experience. We are looking forward to being an integral part of their growth."

This fall SynXis will release a new booking engine, *Guest Connect<sup>SM</sup>*, which has been developed after more than a year of market research, customer feedback and usability testing.

"We were equally impressed with SynXis's new booking engine and the way it allows us to customize our guests' shopping experience as well as merchandise our properties' unique offerings," added O'Neil. "Our guests will rely heavily on the Internet to research and book travel, so it was critical for us to have the advanced tools and services necessary to make the most of that channel. We're confident we've accomplished that with SynXis and Guest Connect."

SynXis products and services enable hotels to maximize revenue and reduce costs through innovative technology combined with reliable and proven support. **RedX**, at the solution's core, is a web-based distribution management system that enables property managers to distribute their inventory across all channels easily and efficiently. It provides connectivity to the GDSs, third party travel site and directly to guest via the website booking engine. SynXis also provides complementary services such as Revenue Management consulting, GDS and Travel Agent Marketing Programs and a full service private-label call center.

### **About SynXis®**

SynXis, a Sabre Holdings company, provides distribution marketing services and technology for hotels around the world. SynXis connects hotels with their guests through increased exposure via all channels including GDS, third party travel sites and the hotel's own website. **RedX®**, at the solution's core, is a web-based distribution management system that enables property managers to distribute inventory across all channels easily and efficiently. The SynXis integration products such as **RedX Channel Connect<sup>SM</sup>**, which connects properties directly to the leading online travel sites, like Travelocity, help improve operational efficiencies by eliminating the need to manage separate extranets and letting properties better differentiate themselves to the online consumer. **RedX Property Connect<sup>SM</sup>** enables a best-of-breed

solution for properties so each hotel can choose the systems that best meet their needs and SynXis ensures interoperability with integration expertise. SynXis operates full-service global call centers offering private label reservation services. SynXis is the technology source for thousands of hotels, bed and breakfasts, resorts, and destinations, including, Harrah's, Interstate Hotels & Resorts, Millennium Copthorne, Destination Hotels & Resorts, and Jumeirah Hotels.

SynXis' corporate headquarters is in Southlake, Texas, with offices in Denver, Boston, Amsterdam, Singapore and Montevideo. For more information on SynXis and its products, please call +1-682-606-4000, e-mail [info@synxis.com](mailto:info@synxis.com), or visit our Web site at [www.synxis.com](http://www.synxis.com).

Sabre Holdings connects people with the world's greatest travel possibilities by retailing travel products and providing distribution and technology solutions for the travel industry. More information is available at <http://www.sabre-holdings.com>.

#### **About NYLO Hotels**

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 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](http://www.nylohotels.com).

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**Media Contacts: Sharlet Brennan or Noel Perkins, YPartnership, 407-875-1111  
[Sharlet.Brennan@ypartnership.com](mailto:Sharlet.Brennan@ypartnership.com), [Noel.Perkins@ypartnership.com](mailto:Noel.Perkins@ypartnership.com)**