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NYLO Hotels Announces
Overland Park, Kan., Property
Lifestyle Hotel Innovator Expands To Midwest

OVERLAND PARK, KS. (May 1, 2008) – Continuing its impressive expansion, NYLO Hotels LLC announced plans today for a fifth hotel, this one in Overland Park, Kan., a fast-growing suburb of Kansas City. This will be the new loft lifestyle hotel brand's first property in the Midwest. The company will break ground on the hotel in mid 2008 and open in mid 2009.

NYLO Overland Park will be 20 minutes from downtown Kansas City and 30 minutes from the Kansas City International Airport. In 2007, *National Geographic Adventure* named Overland Park one of America's Best Places To Live + Play. NYLO guests will close the area's thriving businesses, sports stadiums, rich theater and arts community, shopping, restaurants, casinos, championship golf courses, parks and hiking and biking trails.

The five-story, 160-room NYLO hotel will be located within Corbin Park, a 96-acre "live, work and play" community now in construction on the southeast corner of 135th St. and Metcalf Ave. Located in South Johnson County, the community will house 1.1 million square feet of office, retail and hotel space.

"Corbin Park is going to be Johnson County's first 'Main Street' center – a unique place where you can shop, dine, work, work out, enjoy entertainment and sleep," says Jeff Johnson, president, Cormac Company, Omaha Neb., developers of Corbin Park.

NYLO Hotels LLC (www.nylohotels.com) is under contract to acquire a parcel of property from Cormac as an anchor tenant. The 82,000 square-foot hotel joins other anchors, a 130,000 square-foot Von Maur and a 104,000 square-foot JCPenney department store. A fourth anchor, Life Time Fitness, has already opened a 110,000

square-foot, state-of-the-art gym. Slated to debut in the fall, 2008, the open-air Corbin Park retail village will be home to upscale national retailers, local boutique shops, premium restaurants and popular eateries. Among the other tenants: Trader Vic's, Barnes and Noble, Gordon Biersch restaurant and brewery, Backwoods outdoor adventure store, Off Broadway Shoe Warehouse, and Biaggi's Ristorante Italiano.

"We're delighted to become part of the Overland Park community," says Michael Mueller, president, NYLO Hotels, and visionary for the brand. "Our guests will be able to step out the front door and enjoy many fine restaurants, shops, a theater and a world-class fitness center, all within walking distance. The setting will rival that of Kansas City's premier Country Club Plaza shopping destination. Corbin Park is an ideal location for Overland Park's first truly unique, design-oriented lifestyle hotel."

Innovative Concept and Design

Atlanta-based NYLO is the creator of a new lodging category, loft lifestyle hotels, that combines the dynamic qualities of urban residential loft-style living with the best-of-the-industry features of leading hotel brands. NYLO features bright, spacious loft accommodations; state-of-the-art business center; high-tech gym; clothing boutique; and 24-hour, healthy-alternative restaurant and bar. With its upscale amenities, NYLO caters to business and leisure travelers seeking an energized alternative to the bland, one-size-fits-all lodging experience.

Showcasing the brand's urban loft design, NYLO Overland Park will feature a dramatic brick-and-glass exterior; floor-to-ceiling windows in the lobby; exposed brick-and-polished-concrete walls; and guest lofts with high ceilings exceeding 10 feet.

Each bright, airy guest loft will have custom designed furnishings, including a plush NYLO NYTE bed by Simmons Bedding Company topped with luxury linens, sofa, ottoman and large moveable desk with ergonomic chair. Guest lofts also will provide complimentary high-speed and wireless Internet access, large flat-screen TV and iPod docking station.

Franchising and Development

The NYLO Overland Park is the brand's fifth announced property. "The first five hotels are owned, developed and operated by NYLO Hotels," Mr. Mueller points out.

“We have recently made NYLO available under a franchise relationship with third party developers and operators, which is going to dramatically increase the brands growth.”

The NYLO hotels announced to date are:

<u>City</u>	<u>Market</u>	<u>Actual/Estimated Opening</u>
Plano	Dallas/Fort Worth	Dec. 2007
Warwick	Providence, R.I.	July 2008
Irving	Dallas/Fort Worth	May 2009
Broomfield	Denver/Boulder, Colo.	Aug. 2009
Overland Park	Kansas City, MO	Aug. 2009

NYLO also recently launched a second brand, XP by NYLO, a select-service, upscale, loft-style hotel that the company is both developing and franchising. Investors and developers seeking more information on franchising or other hotel development opportunities can contact Mr. Mueller at mmueller@nylohotels.com.

Only at NYLO

Like all NYLOs, the Overland Park property will be high-end with an array of innovative and engaging amenities:

The Loft

The heart of NYLO Overland Park will be a custom-designed common area called *The Loft*. Located on the main floor next to the lobby, this high-energy gathering spot will welcome with upscale amenities: stylish 24-7 restaurant and bar, complimentary wireless Internet access, 24-hour business center, comfortable library, plush sofas, boutique shop and original artwork by local artists. As in all NYLOs *The Loft* at NYLO Overland Park will be custom-designed to spotlight its local market. Catering to a mixed crowd of travelers and locals, the restaurant will serve sophisticated comfort cuisine, including fresh healthy snacks and gourmet meals round-the-clock.

NYLO Wear by Daniel Vosovic

Staffers will wear apparel by this favorite alum from the Emmy-nominated “Project Runway,” Bravo-TV. Called NYLO Wear, the 20-piece collection is designed to look good in the hotels, in the office and on the street. The versatile, mix-and-match clothing line includes sweaters, skirts, pants, shirts, ties, belts, bags and more. The apparel will be available for guests to buy in the hotel’s boutique shop located in *The Loft*.

NYLO Overland Park Art Competition

Every NYLO showcases the creativity of the local arts scene in the guestrooms, corridors and *The Loft*. NYLO works closely with arts groups in each of the markets in which it develops a hotel, encouraging emerging artists to submit original paintings and photography reflecting the spirit of their community. Inspired works are displayed prominently in each hotel. The art is for sale as well as for display, with 90 percent of the proceeds going to the artist and the remainder to charity.

Artists interested in participating should send photos of their work and contact information to Amanda Emmo (aemmo@nylohotels.com) or via mail to: NYLO Hotels, LLC; attention: Amanda Emmo; 260 Peachtree St., N.W.; Suite 2301; Atlanta, GA, 30303.

NYLO Uncovers CDs

NYLO's compilation CDs, NYLO Uncovers, spotlights up-and-coming musicians. "The CDs aim to help launch the careers by providing broad exposure for their music," Mr. Mueller explains. "At the same time, the original CD's, artwork, interior design and custom apparel further enhance the richness of the NYLO experience for our guests by putting outstanding original works into all our hotels across the country."

Musicians interested in participating should send mastered tracks and contact information to Michael Mueller (mmueller@nylohotels.com) or via mail to: NYLO Music, LLC; attention: Michael Mueller; 260 Peachtree St., N.W.; Suite 2301; Atlanta, GA, 30303.

Allergy-Friendly Guestrooms

Each NYLO offers an entire allergy-friendly floor, with all guestrooms incorporating a comprehensive, seven-step purification system from Pure Solutions North America. Of all the lodging brands, NYLO is the industry leader, with the largest percentage of inventory dedicated to this comprehensive air purification system. Each NYLO Pure Room has a medical-grade air purifier, hypoallergenic bedding and more for the comfort of guests sensitive to odors or suffering from allergies, asthma and other respiratory illnesses. To keep air fresh, all hotels are 100% smoke-free.

Green Features

Wind power supplies approximately half of the energy needs of NYLO's inaugural property, NYLO Plano at Legacy, and the brand continues its eco-friendly approach in Overland Park. NYLO's Everything Green Construction Policy calls for using the most energy-efficient building materials and techniques. With its low thermal range, for instance, the brand's concrete-and-brick construction reduces electricity usage for heating and cooling. In guest lofts, lights turn on automatically when guests enter and shut off automatically when they leave. Desk pads and folio binders use recycled paper, and bath amenities come in recycled bottles and have no chemical preservatives like Paraben.

Tech-Friendly Amenities

Free WiFi is available throughout NYLO hotels. Guest lofts have free wireless and wired high-speed Internet access as well as 32-inch flat-screen TVs with high-definition programming and iPod-compatible audio system. The brand's high-tech, 24-hour gym houses top-of-the-line Life Fitness cardio equipment. Guests plug in their iPods and control playlists and watch movies from the equipment's large integrated LCD screens.

No Nickel-And-Diming

Like all NYLOs, the Overland Park hotel will have myriad complimentary amenities, including: free local and domestic long distance phone calls, free WiFi throughout the property, free WiFi and Ethernet in guestrooms. Also for free: bottled water; faxes; printouts; parking; and shuttle service to area shopping, dining and entertainment.

Innovative Meeting and Event Space

NYLO Overland Park will house approximately 2,000 square feet of meeting space, including one 800-square-foot meeting room and five 250-square-foot boardrooms with the latest projection and audio-visual equipment. With retractable walls, the board rooms will transform into larger meetings spaces. Additional space for innovative meetings and events will be available in *The Loft*.

NYLO Hotels

Atlanta, Georgia-based NYLO Hotels LLC offers a new class of hotels that combines the dynamic qualities of urban loft-style living with the best-of-the-industry features of leading hotel brands. The properties feature bright, spacious loft accommodations; state-of-the-art business center; gym, and 24-hour, healthy-alternative restaurant and bar. They cater to business and leisure travelers seeking an energized, fun and comfortable lodging option. For reservations and more information, visit **www.nylohotels.com**.

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