

**NYLO Hotels Selects SoftBrands’
Epitome Property Management System**
Software to Personalize Business Travel

LOS ANGELES (Jan. 23, 2006) – A new brand of customized service will be a hallmark of the NYLO experience, thanks to an agreement the company announced today with SoftBrands, Inc., global supplier of enterprise application software.

“We selected SoftBrands’ epitome.NET as our property management system because it will enable us to give our guests a uniquely personalized experience,” says Patrick O’Neil, senior vice president of operations for NYLO Hotels.

“NYLO will be one of the first brands to have a centralized system that allows all our properties to speak to each other,” O’Neil continues. “That translates into a travel experience that can make each guest feel welcome as soon as they walk through the doors of a NYLO Hotel.”

Going beyond traditional property management systems, NYLO’s epitome.NET solution will store guest preferences and special requests then transfer that knowledge immediately to properties throughout the brand.

Let’s say you’ve stayed at the NYLO in Plano, Tex., and requested a room away from the elevator with extra blankets, an allergy-friendly pillow and three roses on your night table for a special touch of home on the road. When you check into the NYLO Warwick, these amenities will be in your room, ready and waiting. You won’t even have to ask.

“If you ever want anything that we did not anticipate or have special needs or requests, you’ll only have to make that request one time at one NYLO,” O’Neil explains. “After that, you’ll receive the same level of personal attention – down to exquisite detail -- at each of our hotels across the country.

“Many companies are trying to know their customers better,” he adds. “As a new brand, NYLO can develop an exclusive system to personalize travel right from the start. When it comes to getting to know our customers, we can get there faster.”

Friendly Check-In, Affordable Rates

“By partnering with SoftBrands, we have chosen a vendor that can provide best-of-the-breed technologies,” O’Neil points out. “Their epitome.NET software will provide the backbone for all NYLO operations.”

In addition to assuring consistent stays, the system will simplify check-in. With its unique information storage and retrieval capabilities, epitome.NET will enable staff to recognize guests easily at check-in. For guests who prefer personalized check-in, the easy-to-use software will allow more time for guest interaction and less time for technology-focused front-desk procedures.

“Staff can master this intuitive system quickly,” O’Neil says. “By sharing guest information and transferring knowledge of guest requests and preferences between properties, we’re giving our employees the tools they need to be successful and exceed guests’ expectations all the time.”

Guests will find epitome.NET user-friendly too. Through the SoftBrands Kiosk Partner, they will have the option of speedy self check-in and check-out. Also at lobby kiosks, guests will be able to view their folios and print out boarding passes. SoftBrands’ epitome.NET will facilitate travel planning as well, by sending NYLO guests email confirmations, folios and announcements of specials.

“SoftBrands is extremely excited about the opportunity to partner with NYLO Hotels as they launch their new class of hotels,” states Joseph Flynn, vice president of sales, SoftBrands, Americas. “We believe epitome.NET will be the perfect technology to provide them the foundation they need for their strong commitment to personalized customer service and detailed attention to a unique guest experience.”

“The system’s savings are also substantial,” O’Neil points out. “SoftBrands’ epitome.NET will streamline operations, managing rates and reducing costs. NYLO will pass these savings along to guests to provide a boutique hotel experience that’s highly affordable too.”

Tech Friendly

Boasting nightly rates of \$120 - \$140, NYLO will offer myriad technologies to make business travel easy, exciting and fun.

Each guestroom, for instance, will be filled with such electronic goodies as free high-speed Internet access, a large LCD television, computer printer capabilities, and convenient MP3 player hookups linking iPods, computers & TV. The rooms will offer secured wired and

wireless Internet access. Guests will be able to work wherever they want – sitting at the desk or on the couch or propped up in bed – customizing their workspace to suit their style.

NYLO Concierge will keep guests connected to local events from their rooms. Via computer and television, they will be able to check out local restaurants and listings for movies and sporting and cultural events.

The common area -- called *The Loft* after NYLO's urban loft-inspired design -- will offer additional amenities for tech-savvy guests. Open round-the-clock, this high-energy gathering place will house a restaurant, bar, business center, library, game room, boutique shop and more. Here, guests will find free public computers with comfortable seating and refreshments nearby. Travelers will be able to catch up on work and email family and friends in this cozy area that feels like a living room. *The Loft*, like the guestrooms, will offer secured wired and wireless Internet access. Guests will sit back and relax, work, play or hold informal meetings at their convenience throughout the day and long into the night.

Additionally, large-screen televisions in the lobby will provide streaming newscasts. Meeting attendees and other guests will stay connected to the latest developments in world affairs during coffee breaks, if they like.

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.

About SoftBrands

SoftBrands, Inc. is a leader in providing software solutions for businesses in the manufacturing and hospitality industries worldwide. The company has established a global infrastructure for distribution, development and support of enterprise software, and has approximately 5,000 customers in more than 100 countries actively using its manufacturing and hospitality products. SoftBrands, which has nearly 900 employees, is headquartered in Minneapolis, Minn., with branch offices in Europe, India, Asia, Australia and Africa. Additional information on SoftBrands can be found at www.softbrands.com, or contact Christina Lanier, christina.lanier@softbrands.com

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