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NYLO Hotels Breaks Ground In Historic Pontiac Mills, R.I.

ATLANTA (July 12, 2007) – NYLO Hotels has broken ground on its first property in the Northeast, in Warwick, R.I., a suburb of Providence, the company announced today. The hotel, in the multi-use community of Pontiac Mills, will open next summer, 2008.

“Rhode Island, Warwick and Pontiac Mills are known for their rich cultural offerings and thriving business community,” says John Russell, CEO, NYLO Hotels. “The area is a haven for outdoors enthusiasts too. With its golf courses, beaches, boating and spectacular views of Narragansett Bay, it is an ideal location for our dynamic new lifestyle hotel brand.”

The 164-room NYLO property will overlook the scenic Pawtuxet River just minutes from the TF Green International Airport. Located at the corner of Knight Street and Greenwich Ave. (Route 5) in historic Pontiac Mills, the 82,800 square-foot hotel will be close to Rhode Island’s leading retail corridor, Route 2; Exit 12 of Interstate-95; and Exit 2 of Interstate-295. Guests will enjoy easy access to the nearby businesses and attractions in Warwick and Providence.

Next summer, NYLO Warwick guests will be able dine while taking in the beauty of the Pawtuxet River and enjoy nearby shopping at the Warwick Mall and recreation at Goddard State Park, golf courses and marinas. The hotel will be close to leading educational institutions, including Brown University, Rhode Island School of Design, University of Rhode Island, and Johnson & Wales University. Also nearby: Newport, RI; Mohegan Sun and other Connecticut casinos; and some of New England’s most popular beaches spread along Warwick’s 39 miles of coastline.

“We’re delighted that NYLO will be part of Pontiac Mills’ first phase as an anchor tenant,” says Hampton Hodges, the owner of the remainder of Pontiac Mills. “NYLO Warwick will be a fun gathering place for visitors and residents alike. With its bold design and innovative arts and cuisine, the hotel is a welcome addition to this vibrant community.”

Poised to become one of Rhode Island’s premier mixed-use developments, Pontiac Mills draws its inspiration from the New Urbanism trend. The community once was home to a

bustling textile mill dating back to the mid 1800's with handsome redbrick buildings and mill tower dedicated by Abraham Lincoln. When completed, the revitalized, master-planned Pontiac Mills will house an eclectic mix of restaurants, residences, businesses and boutiques.

The five-story NYLO hotel will complement the development's existing historic architectural design. Conveying the charm of boutique lodgings, NYLO Warwick will be a fit in Pontiac Mills, with the hotel's striking redbrick-and-glass construction and residential loft accommodations.

Past and Future Present

"The NYLO Warwick will be unlike any of the current hotel offerings in Warwick," notes Michael Mueller, NYLO's president and visionary of the new hotel brand. "NYLO offers unique architecture and interior design combined with attentive service that create an engaging urban lifestyle experience. The hotel will become an energetic gathering place for business and leisure travelers as well as for local residents and businesses."

NYLO will open its inaugural property the end of 2007 in Plano, Texas, about 20 miles north of downtown Dallas. The company has several other projects in the pipeline in markets around the country. NYLO is focused on having 50 hotels in markets across North America by 2010.

"First and foremost, NYLO hotels are fully functional business hotels, providing all the amenities demanded by today's road warrior," Mueller points out. "On top of that, NYLO has added the ambiance, atmosphere and comforts of a boutique hotel."

Bright, Airy Guest Lofts

Each bright, airy guestroom will emulate the bedroom in a warm, contemporary home or urban loft. Oversized windows will maximize sunlight and bring natural energy into the room. Guests also will find exposed-brick-and-polished-concrete walls and 10-foot-high ceilings. Custom-designed furnishings will offer more touches of home, including a king-size bed, sofa and ottoman with removable top that doubles as a tray for breakfast in bed. For additional flexibility, an oversized moveable desk will enable guests to work wherever they are most comfortable.

Guestrooms will be packed with high-end amenities. Beds will have luxury bedding that is both stylish and soothing. Original artwork by local artists will add swaths of color to the walls. Among the high-tech amenities: flat-screen LCD HDTV, free wired and wireless high-speed Internet access, and MP3 and iPod capabilities.

In Good Spirits

Located just off the lobby, *The Loft* will be a high-energy gathering place fueled with innovative music, art and cuisine. The heartbeat of each hotel, this multi-tasking common area will offer thoughtful amenities: 24-hour, three-meal restaurant; fashionable bar and lounge; state-of-the-art business center; wireless Internet; game room with billiard table and foosball; comfortable library; and boutique shop.

The Loft will present a New England take on the urban experience. Designed by Stephane Dupoux, a prominent designer of upscale restaurants and bars worldwide, *The Loft* will be a combination 24-hour gathering spot and cultural hub. Local residents and guests will come here to work, shop, drink, dine, meet friends, entertain clients, listen to music, read the paper or just relax.

The Loft will open out to an expansive deck that extends to the river for table terrace dining with breathtaking views of the Pawtuxet River. Open 24/7, *The Loft's* healthy-alternative restaurant will offer breakfast, lunch and dinner daily in sophisticated contemporary cuisine. For round-the-clock convenience, grab-and-go meals and sit-down dining will both be available.

ONLY at NYLO

NYLO Warwick, like all the brand's hotels, will be long on enhanced amenities. Among the innovative offerings comprising the comprehensive NYLO amenities program:

- **NYLO Collection by Daniel Vosovic**

This alum from Bravo-TV's Emmy-nominated show "Project Runway" is designing the uniforms for NYLO Hotels. Created to look good in the hotels, in the office and on the street, the versatile, mix-and-match collection will include sweaters, skirts, pants, shirts, ties, belts, bags and more. The apparel, like NYLO's custom-designed furniture and lighting, will be available for guests to purchase online or at the hotel boutique shop.

- **Allergy-Friendly Guestrooms.**

NYLO Warwick, like all the brand's hotels, will offer an entire allergy-friendly floor, with all guestrooms incorporating a comprehensive purification system from Pure Solutions North America. NYLO is the first of the new lifestyle hotel brands to make allergy-friendly accommodations a brand standard. Each NYLO Pure Room will have a medical-grade air purifier, hypoallergenic bedding and more for the comfort of guests who are sensitive to odors or suffer from allergies, asthma and other respiratory illnesses. To keep air fresh, all hotels also will be 100% smoke-free.

- **Visual Arts Program**

Every NYLO will showcase the creativity of the local arts scene. NYLO works closely with local arts groups in each market it enters, encouraging emerging artists to submit original artwork reflecting the spirit of their communities. The inspired works will be displayed prominently in each hotel. NYLO is reaching out to local artists. Painters, photographers and musicians are encouraged to send samples of their work to Michael Mueller (mmueller@nylohotels.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**.

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