

## Leading Chef Joins NYLO Hotels Senior Management Team

**ATLANTA (Oct. 29, 2007)** -- NYLO Hotels has hired Chef Wiley Bates III as food and beverage director of its inaugural property, NYLO Plano at Legacy, debuting this December in North Dallas. The award-winning Chef Bates will develop menus, recruit and train staff, and oversee operations to create a one-of-a-kind venue, *The Loft* at NYLO Plano, housing the hotel's breakthrough restaurant and bar.

During his 20-year career, Bates has played a key role in the creation and dramatic growth of top-rated, upscale food and beverage venues across the country. In Dallas, a city that boasts the most restaurants per capita in the nation, he enjoys a loyal following for his inspired approach to global cuisine.

"Wiley has a tremendous track record of leadership and creativity," notes Patrick O'Neil, NYLO's senior vice president of operations and general manager of NYLO Plano.

"In *The Loft* at NYLO Plano, Wiley will create a new approach to F & B," O'Neil says of the urban loft-style bar and 24-hour, three-meal restaurant. "His passion for service and cuisine will make it the place for anyone with a flare for great food, fun and an ambience that's unique."

With its whimsical Dallas-meets-Soho-meets-South Beach décor, *The Loft* will welcome guests and be a popular neighborhood gathering spot too, O'Neil predicts. Like the entire hotel, *The Loft* is designed by Stephane Dupoux, the creative design force behind premier restaurants and nightclubs around the globe. Among Dupoux' designs: Buddha Bar and Cielo, New York City, and Pearl and Nikki Beach, Miami's South Beach. (For more on *The Loft* at NYLO Plano, see "North Dallas Hot Spot" below.)

### **Top Venues**

Before joining NYLO, Bates served as director of food & beverage at the Westin Stonebriar Resort, a Four-Diamond AAA hotel, also in North Dallas. He oversaw the restaurant, bar, banquet space, poolside bar and grill, and coffee shop, leading a team of 125 F & B associates.

During his five-year tenure there, the culinary venues enjoyed significant gains in guest satisfaction and profitability. The restaurant won four-star ratings from the *Dallas Morning News*. Under his direction, the culinary department received its highest score in associate

satisfaction in the hotel's seven-year history. For his accomplishments, Bates was recognized as the property's 2003 Hotel Manager of the Year.

Earlier in his career, Bates was executive chef at the award-winning Landmark Restaurant & Library Bar in the Warwick Melrose Hotel, Dallas. Located in the city's historic Oak Lawn and Turtle Creek area, the Library enjoys acclaim as a premier piano martini bar. While Bates was at the Melrose, the hotel acquired its first Four-Diamond AAA status, with high marks for F & B amenities. Specializing in upscale new Texas cuisine with global flair, the Landmark Restaurant won rave reviews from *The New York Times*. The *Dallas Morning News* awarded it three-and-one-half stars for service and cuisine. Based on the venues' success, Bates assisted in the opening of Melrose properties in other cities, bringing the Landmark Restaurant and Library Bar to New York City and Washington, D.C.

Bates began his career in Columbus, Ohio. He served as Chef de Cuisine at the Westin Great Southern Columbus, a historic landmark in the heart of the downtown business district. He oversaw operations, created menus and recruited and trained staff at the hotel's lively Theatre Café and Thurber's Bar. While he was there, the property achieved a Four-Diamond AAA rating.

Earlier, Bates lent his culinary vision to the creation Pierre's Bistro and Wine Bar, Columbus. He expanded a small catering service into a four-star catering venue and Boston-style bistro with open kitchen. Shortly after opening, Pierre's won near perfect scores from *Zagat* and recognition from the *Columbus Diner* as the city's "Best New Restaurant." Within two years, business quadrupled.

While in Columbus, Bates enjoyed the distinction of creating specialty menus for locals and high-profile visitors, including then-Vice President Al Gore, former Speaker of the United States House of Representatives Newt Gingrich, and recording artist Prince.

Bates is certified at the Executive Chef level by the American Culinary Federation (ACF), North America's leading professional chefs' organization. Throughout his career, he has won numerous honors. Among them, Bates is a Gold Medalist as a member of Team USA in the International Culinary Olympics, a competition that draws thousands of top chefs worldwide to compete in major categories of patissier and haute cuisine. Additionally, he holds a Best of Show and other medals in the ACF-sanctioned Pittsburgh Culinary Arts Salons. He is a frequent guest chef on "Good Morning Texas" and "Metro," WFAA-TV, and other Dallas/Fort Worth network-affiliated television shows.

### **Notable Pairings**

Growing up, Bates was an accomplished singer and also played the trumpet. Later, he transferred his artistry from music to the culinary arts.

He brings to NYLO a healthy, urban edge to global cuisine. Using the freshest ingredients and cooking techniques from around the world, he adds Mediterranean nuances to his eclectic mix. Likening his cuisine to a good jazz riff, he says it preserves the integrity of each ingredient to let the full flavor shine.

“Diners today want to relax,” he says about the casual ambience of *The Loft* at NYLO Plano. “They want outstanding food without worrying about using the right fork. *The Loft* will be both stylish and comfortable. Our primary purpose after all is to nourish. People will come here to relax and unwind. Our food and our service will speak for themselves.”

### **North Dallas Hot Spot**

In *The Loft* at NYLO Plano, Bates will help create a one-of-a-kind culinary venue. The heart of the hotel, this gathering place on the main floor will feature NYLO’s signature urban loft design. Guests will find soaring ceilings, exposed-brick-and-concrete walls and more. Mixing cowhide scatter rugs and glass chandeliers, *The Loft* will boast a distinctive Dallas-meets-Miami décor.

The space’s high-energy bar will welcome with custom furniture and bar bathed in the glow of soft amber lights. Floor-to-ceiling glass doors will open onto a 6,000 square-foot terrace and infinity pool just beyond. This ultra-social gathering spot will beckon visitors and locals to eat, drink, relax and enjoy.

Bates’ inventive tasting menu for *The Loft* will feature an array of small plates that mix and match to accommodate cuisine enthusiasts with a yen for anything from light bites to three-course feasts. *The Loft* will serve breakfast, lunch and dinner daily, offering a choice of traditional sit-down meals or grab-and-go fare. Between standard mealtimes, the versatile menu will work round-the-clock to make warm meals and savory snacks available 24-7.

*The Loft* will be a fun arts venue too, with a strong bent toward local talent. Original works by up-and-coming Dallas artists will adorn the walls. Music will feature tracks from “NYLO Uncovers,” the brand’s CDs spotlighting indie artists from Dallas and other cities.

In *The Loft*, design will share the spotlight with the arts and cuisine. Servers will sport NYLO Wear by Daniel Vosovic, the talented alum from Bravo-TV’s *Project Runway*. The collection will premier for the NYLO Plano opening.

### **About NYLO Plano at Legacy**

NYLO Plano at Legacy debuts in December 2007 in North Dallas as the flagship property of lifestyle hotel brand NYLO Hotels. Designed by Stephane Dupoux, one of America’s Top 20 architect/designers, NYLO Plano has 176 guestrooms, called guest lofts, and more than 1,800 square feet of meeting and event space. Each guest loft has 300 square feet of bright, airy living space, with 10-foot-plus ceilings, exposed brick walls and floor-to-ceiling windows. The property offers a Pure Floor with allergy-friendly guest lofts. Its signature ultra-social living area, *The Loft*, features a state-of-the-art business center, stylish bar, comfortable working library, fully-equipped fitness center, original artwork

and entertainment by local artists, boutique shop and restaurant serving sophisticated comfort cuisine. Located in the heart of the master-planned community of Legacy, NYLO Plano is convenient to the Dallas Tollway, expansive Stonebriar Mall, thriving Shops at Legacy, Dr. Pepper Ballpark, StarCenter and the city's two major airports.

**About NYLO Hotels**

Atlanta-based NYLO Hotels 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 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 and leisure travelers seeking an energized alternative to the bland, one-size-fits-all experience typically found in mid-priced lodgings. The first NYLO hotel opens the end of 2007 in Plano, Tex., a fast-growing suburb of Dallas. For more information, visit [www.nylohotels.com](http://www.nylohotels.com).

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