

## **NYLO Hotels Announces First Property in Colorado**

**BROOMFIELD, Colo. (Nov. 12, 2007)** – NYLO Hotels LLC will bring its first hotel in Colorado to Interlocken Technology Park, Broomfield, Colo., the company announced today. The new loft lifestyle hotel brand will break ground the second quarter of 2008 and open in mid 2009.

The NYLO Interlocken will be located in a dynamic, 963-acre, full-service business park in the heart of the Denver/Boulder high-tech corridor. The 176-room hotel will be convenient to the Denver International Airport and Rocky Mountain Regional Airport. Offering panoramic views of the Rocky Mountains, NYLO Interlocken will put the area's famed ski slopes, parks, golf courses, and hiking and biking trails all within easy reach. Minutes away from the NYLO hotel, travelers will find Flatiron Crossing, a 1.5 million square-foot shopping destination and home to leading restaurants, stores and entertainment venues. Guests also will enjoy easy access to nearby businesses, sports stadiums and cultural attractions in Denver and Boulder.

The NYLO Interlocken will be part of 575 Interlocken, a 12-acre mixed-use project co-developed by Granite Properties and Urban Frontier LLC. Located at the southeast corner of Interlocken Boulevard and 96<sup>th</sup> Street, the development also will house a 180,000 square-foot Class-A office building and 13,000 square feet of restaurant and retail space.

"Granite is excited to kick off our first speculative development in the northwest market of Denver to continue our tradition of Class A speculative development we have done in Dallas, Atlanta and Houston," says Stephanie Lawrence, managing director-Denver of Granite Properties. "We look forward to teaming our financial strength and development expertise with Urban Frontier's local knowledge."

"My partners Garrett Baum & Bill Branyan have been involved in the Interlocken park for over 20 years, so it is fitting that our first development as Urban Frontier take advantage of that knowledge and their long and deep relationships in Broomfield," adds Steve Moyski, managing partner of Urban Frontier.

"NYLO is very excited about becoming part of the state-of-the-art Granite/Urban development," notes Michael Mueller, president and chief development officer of NYLO Hotels. "Broomfield and Interlocken are vibrant and growing communities. We're delighted to bring

NYLO's unique and engaging urban lifestyle experience to this sophisticated, technology-oriented market."

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. The properties feature bright, spacious loft accommodations; state-of-the-art business center; high-tech gym; and 24-hour, healthy-alternative restaurant and bar. With its upscale amenities and mid-scale rates, NYLO caters to business and leisure travelers seeking an energized alternative to the bland, one-size-fits-all experience typically found in mid-priced lodgings.

Showcasing the brand's urban loft design, NYLO Interlocken will feature a dramatic brick-and-glass exterior; expansive floor-to-ceiling windows in the lobby; exposed brick-and-polished-concrete walls; and guest lofts with high, 10-foot ceilings. Each bright, airy guest loft will have custom designed furnishings, including a plush bed 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 MP3 capabilities.

NYLO's inaugural hotel, NYLO Plano at Legacy, debuts in December 2007 in Plano, Tex., a fast-growing suburb of Dallas. The hotel is located in the heart of Legacy, a 2,600-acre master planned community and home to world-leading companies. A second NYLO will open in July 2008 in Warwick, R.I., near Providence, at Pontiac Mills on the scenic Pawtuxet River. For more information, visit [www.nylohotels.com](http://www.nylohotels.com).

### **ONLY at NYLO**

NYLO Interlocken, like all the brand's hotels, will be long on innovative, enhanced amenities, including:

#### **The Loft**

Serving as the heart and soul of each hotel, *The Loft* is a dynamic restaurant, bar and gathering spot offering an abundance of upscale amenities: complimentary wireless Internet access, 24-hour business center, comfortable library, plush sofas, boutique shop and original artwork by local artists. *The Loft* in each NYLO is custom designed to spotlight its local market. Located on the main floor, this ultra-social gathering place will serve sophisticated comfort cuisine, including fresh healthy snacks and gourmet meals 24-7.

#### **NYLO Wear by Daniel Vosovic**

This alum from Bravo-TV's Emmy-nominated show "Project Runway" is designing NYLO uniforms to premier in December 2007. 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's boutique shop located in *The Loft*.

### **Visual Arts Program**

Every NYLO will showcase the creativity of the local arts scene in the guestrooms and in *The Loft*. 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 Denver and Boulder-area artists. Painters and photographers are encouraged to send samples of their work to Michael Mueller (mmueller@nylohotels.com).

### **NYLO Uncovers**

These compilation CDs showcase the talent of up-and-coming musicians. NYLO Uncovers' debut CD, Summer Volume 1, was released in September 2007, and the Fall Volume 1 disc is due out this December. The music is an innovative combination of diverse music. "NYLO Uncovers aims to help launch careers, while also putting outstanding original music into all our hotels across the country," explains Mr. Mueller, who also is the visionary of the lifestyle hotel company and its NYLO Uncovers CDs. "By providing musicians with this opportunity for broad exposure, NYLO Uncovers is supporting the arts community, while also enhancing the richness of the NYLO experience."

NYLO Uncovers music will be featured in *The Loft* and available for purchase on the NYLO Web site when it is re-launched in early November 2007. Artists 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 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.

### **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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**Media Contact: Noel Perkins, YPartnership, 407-875-1111  
Noel.Perkins@ypartnership.com**