

STYLISH ALTERNATIVE IN BUSINESS TRAVEL:

NYLO Hotels Product Overview

The hotel is dramatic, the design entirely new. Soaring ceilings, polished concrete floors, custom-made furnishings, luxury linen, large flat-screen television – it has all the comforts.

It also takes care of business, with a state-of-the-art business center and flexible meeting and work spaces. The restaurant/bar/entertainment area is open round-the-clock, beckoning travelers to meet, drink, dine and enjoy. This vibrant gathering place welcomes with plush sofas, soft amber lighting and a one-of-a-kind bar.

Proving that high-style doesn't have to imply high-priced, NYLO Hotels launches a new category of hotels that offers the design and amenities of leading upscale brands. At the same time, rates will be market driven, in the \$120 - \$160-per-night range.

Societally In Tune

NYLO Hotels will cater to sophisticated business travelers and weekend leisure guests in their early 20s to mid 50s who want a fresh alternative to the bland, one-size-fits-all experience typically found in mid-priced lodgings. With their striking loft-style design, 24-hour-healthy-alternatives restaurant and unique bar, NYLO Hotels will provide an energized lifestyle experience at price points on par with Courtyard by Marriott and Hilton Garden Inn.

“NYLO Hotels are based on the premise that travelers appreciate innovative design and good value, as exciting brands like Jet Blue, Ikea and Mini Cooper have demonstrated,” says Michael Mueller, president of NYLO Hotels.

“We've taken the most recent innovations in the hotel industry and the best practices of other industries to create design-driven lifestyle hotels that are fully functional and fun,” Michael continues. “Today's business travelers deserve hotels that are functional as well as entertaining, comfortable and fun, regardless of whether they're staying in one of the major international gateway cities or in a suburban, secondary or tertiary market.”

NYLO Hotels are designed by Stephane Dupoux, award-winning designer of high-end restaurants and nightclubs. Recognized by *Hospitality Design* as one of America's top 20 architect-designers, Dupoux is known for his groundbreaking venues

around the globe, from Warsaw to London, New York to Miami's South Beach. His design for NYLO Hotels calls for bold, brick-and-glass construction with concrete wings, creating the appearance of a multi-building streetscape. The hotels will have 135 – 200 rooms in buildings of three to six stories. Plans for several prototype buildings have been fully developed. The buildings are quick and efficient to construct. They will be suitable for development in markets of all sizes nationwide.

Unique

NYLO Hotels' bright, airy guest rooms will feature ceilings more than 10 feet in height; oversized, 6 x 5-foot windows, and exposed-brick-and-polished-concrete walls. A combination high-tech playground and remote office, each room will have free wired and wireless high-speed Internet access, MP3 capabilities, and convenient plug-ins linking iPods and computers to large flat-screen televisions.

The furniture has been custom-designed by Dupoux. Each guestroom will have: a semi-platform bed; sitting area with a couch and ottoman, and large workspace surpassing the industry standard with oversized, moveable desk and ergonomic chair. Furniture will be highly adaptable to suit guests' needs. The split-king bed, for example, will separate into two double extra long beds.

Furnishings will mix function with a sense of whimsy. Looking closely, guests will see the furniture is made of stacked pieces of plywood, each piece showing the distinctive grains of its vertical sides. The sturdy furniture will be soothing as well, featuring soft fabrics and wood in light, bamboo tones. In each room, the shower area will feature a curved, glass-like panel **embedded with beach grass** that will open the shower to the room and evoke the feel of a tropical resort.

Energized

Energy will be the theme in *The Loft*, an area next to the lobby where guests will gather to work, eat, talk, read the newspaper, have a cocktail, sip coffee, check e-mail, meet with clients and just hang out. *The Loft* will be an ultra-social space that will offer thoughtful amenities. They will include: a state-of-the-art business center, 24/7-healthy-alternatives restaurant, free wireless Internet access, bar, comfortable and functional working library, boutique shop and game room with foosball and billiard table. In **pleasant climates, The Loft also will include a terrace area, inviting guests to enjoy the outdoors.**

"NYLO Hotels will be destinations in themselves, appreciated as much for their restaurants and bars as for their rooms," explains John Russell, CEO of NYLO Hotels. "The new hotels will strike a chord with busy travelers seeking style, fun and friendly service on the road."

The Loft's centerpiece, its restaurant and bar, will create a unique atmosphere with soaring ceilings and glass as well as brick walls. *The Loft's* mission: to provide a dynamic, energetic and comfortable space for guests to work, play, eat, drink, meet and relax. A comfortable library, unique wood-and-plexi-glass bar, sofas swathed in soft fabrics, and warm amber lighting will coax guests to linger day and night. The restaurant will offer savory, international cuisine as well as grab-and-go fare round-the-clock for busy guests. Each restaurant/bar will feature a unique design by Dupoux, with an aim to surprise travelers on the road with something new and different in each locale.

Friendly

Congeniality will overflow from *The Loft*, bringing music and conversation into the adjacent lobby. Guests will have the option to check in at express, self-service kiosks or at the island front desk with a friendly, knowledgeable member of the staff. Behind the reception desk, a giant semi-circular mural wall will greet guests, depicting city highlights – like sports teams, nightclubs, galleries and historical landmarks -- that define the local culture.

The staff will add to the warm welcome. With tips -- like where to buy a birthday card, or where to go in town for everything from the best local cuisine to live music -- the resourceful, upbeat staff members will provide an insiders' guide, helping to make each stay enjoyable.

"We will re-invent the service in this price segment in the same way we have reinvented the physical product," John explains. "We intend to take advantage of being a vibrant, boutique operator to create a fun and rewarding place to work."

NYLO Hotels will offer other amenities as well. **On the ground level**, three 250-square-foot boardrooms will provide state-of-the-art audio-visual equipment. A system of retractable walls will convert the space easily into one large conference room.

Another key feature will be the gym, which will have showers, changing rooms and steam rooms. The fully equipped workout area will offer treadmills, stationary bicycles, step machines, free weights and boxing bags. In certain locations, the gym **will egress onto a beautiful sun terrace, which on cool evenings will warm with an outdoor fireplace.**

Economical

Practicality and design will strike a balance throughout NYLO Hotels. The brick-and-concrete construction not only lends authenticity and charm; it also makes for quiet rooms, durable construction and lower heating and cooling costs. Polished concrete floors are easier to clean. Exposed conduits and sprinklers make for easier repairs. With its bright airy spaces, the hotel has been purposely designed to allow one enthusiastic staff member to serve multiple roles, as manager, waiter and sales representative, to name a few.

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“Savings achieved through this innovative design have been reinvested into the hotel for high-quality construction and amenities,” explains Chris Jones, senior vice president of development and construction, NYLO Hotels. “The result will be affordable style on the road in the form of a high-end, design-driven hotel experience that is efficient and simple to construct, which will be very attractive to developers.”

About NYLO

NYLO Hotels offer a new class of hotels that combines the dynamic qualities of loft-style living with the best-of-industry features of leading hotel brands. The properties – featuring bright, spacious guest rooms; state-of-the-art business center; gym, and 24-hour-healthy-alternatives restaurant and bar – will cater to business travelers seeking an energized alternative to the bland, one-size-fits-all experience typically found in mid-priced lodgings.

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