

## **NYLO Hotels Re-Launches Web Site**

### ***Offers Hotel Booking and Preview of Loft Lifestyle Brand***

**ATLANTA (Nov. 13, 2007)** -- It has music, fashion, art and design; hotel information; easy navigation; discounts and specials; and plenty of flash.

It's NYLO Hotels' new Web site ([www.nylohotels.com](http://www.nylohotels.com)), and it launches today. With the inaugural property -- NYLO Plano at Legacy -- making its debut Dec. 18 in North Dallas, the site is accepting guest reservations and career applications now. Visit online to book meetings and guestrooms, apply for a position and get a user-friendly preview of the new loft lifestyle hotel brand.

Design innovations enjoy the limelight, not only in NYLO hotels, but on the new Web site as well. Powered by flash technology, pages move seamlessly across the screen, tying everything together in a visual line. There's no need to click through multiple images and text. The carousel, or horizontal movement, is visually engaging. Plus, it simplifies booking and navigation, making information available in one or two clicks.

"The site is unconventional," notes Patrick O'Neil, senior vice president of operations, NYLO Hotels, and general manager of the flagship property. "NYLO isn't a cookie cutter hotel. We wanted to carry that through in our Web site design.

"It has motion and energy, like the NYLO guest," O'Neil continues. "Visitors can get all the information about the hotels they need and have some fun with the site too."

The NYLO Life section, for instance, is a unique touch. NYLO isn't just a hotel. It presents a lifestyle, marrying hospitality with music, art, fashion, cuisine, and more. This rich diversity of experience is reflected online in NYLO Life.

Here, music lovers can discover great sounds from NYLO Uncovers, the brand's eclectic CDs featuring original tracks by indie artists. Starting next month, visitors with a yen for the latest fashions can shop for apparel from NYLO Wear by Daniel Vosovic, the brand's exclusive collection by the talented Bravo-TV "Project Runway" alum. Also next month, art lovers will be able to browse through the online gallery displaying NYLO Plano's original works by emerging local artists.

“Tech-savvy travelers are among our targets,” O’Neil explains. “Many of our guests will have social networks. If they enjoy their stay at NYLO, this Web site is something they can forward and share with friends.”

True to its heritage, the site serves up many visual treats. Currently, online visitors can view myriad renderings. Coming next month are the images of NYLO artwork and the NYLO Wear collection. Additionally with the completion of NYLO Plano, the site will feature photos of the hotel, including meeting space, guest lofts, restaurant, bar, art, lobby, outdoor terrace and pool.

Also this winter, visitors will be able to register online for special rates, exclusive mailings and advance notice of NYLO developments, including new sites and the latest additions to the brand’s fashion, art and music lines.

But no need to wait; there’s plenty available at [www.nylohotels.com](http://www.nylohotels.com) right now. NYLO Plano is accepting reservations for meetings and guest stays for Dec. 18 and beyond. Just click on the square “Book” icon at the top of the home page. The hotel is looking for talented, high-energy associates too. Applications are available online in the Careers section for visitors who would like to become part of this dynamic new brand.

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

NYLO Plano at Legacy opens December 18, 2007, in North Dallas as the flagship property of loft 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, open 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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