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## **NYLO Hotels Hires Vice President Of Franchise Development**

**LOS ANGELES (Jan. 30, 2008)** – Michael Brown joins NYLO Hotels LLC this month as vice president of franchise development. The 12-year industry veteran brings to NYLO a depth of experience, having overseen franchise development operations for some of the country's largest and fastest-growing hospitality companies.

"In design and guest experience, NYLO is different than anything out there at a cost of development that compares very favorably to the other brands in its segment," Brown says. "I'm delighted to be part of this company with outstanding prospects for growth."

Before joining NYLO, Brown played a key role in the expansion of the extended-stay hotel category. He was vice president of franchise development for Atlanta-based U.S. Franchise Systems (USFS), a subsidiary of Global Hyatt Corporation. Brown headed up national franchise development, leading the expansion of the company's upper-end extended-stay brand. During his tenure there, USFS received its second Franchisor of the Year Award from the American Association of Franchisees and Dealers, cited for both innovation and support of network profitability.

Prior to that, Brown handled franchise development for brands launched by Jack DeBoer, founder of the extended-stay hotel segment. As vice president of franchise development for the Wichita, Kansas-based Value Place Hotel Company, Brown was an integral part of the team that developed the franchising community coast to coast for one of the nation's fastest growing lodging brands.

Earlier, he served as director of franchise development at another Wichita-based DeBoer brand, Candlewood Hotel Company. This extended-stay brand for business travelers is owned today by Intercontinental Hotels Group. Brown handled franchise development for the South Central Region, including Texas, Oklahoma, Arizona,

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Louisiana, Missouri and Kansas. He joined Candlewood when extended stay was a relatively new concept. While he was there, franchising development increased 125 percent, and Candlewood grew from 90 hotels to a national chain of 140 properties.

“Our goal will be to put the right developer with the right hotel in the right location,” Brown says of his new position at NYLO. “With extremely attractive full-service and select-service lifestyle loft hotels, NYLO will be able to make a strong profit in virtually any high-volume business market in the U.S.”

Brown began his career at Cendant Corporation. As director of franchise development, he was responsible for brand expansion in Arkansas, Oklahoma and Texas. During his six years at Cendant, Brown was consistently a top producer, receiving the President Club Award every year for excellence in franchise development.

“Mike has tremendous talent in new development,” says John Russell, NYLO’s CEO. “I worked with him at Cendant and know his work ethic and ability to deliver is second to none. NYLO has an aggressive growth strategy. We’re confident Mike’s leadership skills, combined with his experience in many different phases of the franchising business, will be great assets as we bring our unique brand to markets across the country.

Brown studied Marketing and Finance at the University of Tulsa. He and his wife, Amie, have two school-aged children. In his spare time, Brown coaches his son in various sports, participates in Tae Kwon Do with both children, and enjoys golf and collecting classic autos.

### **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 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 opened the end of 2007 in Plano, Tex., a fast-growing suburb of Dallas. The brand is headed up by a team of hospitality veterans with more than 100 years of combined experience. For more information, visit [www.nylohotels.com](http://www.nylohotels.com).

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