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**NYLO Hotels Is A Top New Boutique Brand  
In *Budget Travel*, November Issue**

**ATLANTA – (Nov. 4, 2009)** – NYLO Hotels is a top brand for 2009 in *Budget Travel* magazine's list of the World's Best New Boutique Hotels Under \$150.

Called "Stylish Steals," the November issue's cover story spotlights 31 hotels around the globe that mix high style with high affordability. The list spans five continents, showcasing properties in Asia, Africa, North America, Latin America and Europe.

NYLO (<http://www.nylohotels.com>) is one of three companies featured for "upgrading the big-brand experience wherever they go." The hospitality innovator is cited for "bringing a dash of urban edginess to the suburbs," with residential loft-style hotels in fast-growing Las Colinas and Plano, Tex. in North Dallas, and Warwick, R.I., near Providence.

Also on the *Budget Travel* top brand list for 2009 are aloft and Element, both by Starwood Hotels & Resorts Worldwide, and Room Mate Hotels, based in Madrid.

**High-End, Well-Priced**

"Our guests are drawn to the rich lifestyle experience," says John Russell, CEO, NYLO Hotels. It's a lifestyle experience with an urban bent, fusing singular design with art, music, nightlife and cuisine.

The brand's urban loft aesthetic features soaring ceilings, exposed brick walls and polished concrete floors. Fun regional motifs are sprinkled throughout each hotel. In Texas, for instance, graceful chandeliers are shaped like antlers, while the Rhode Island NYLO has Plexiglas tabletops with embedded seashells and ottomans adorned with boat ties.

NYLO hotels are well-known for their lively bar scene. The brand's full-service restaurant/bar, *The Loft*, attracts travelers and locals for creative cocktails, live music, DJ entertainment, happy hours, fashion shows, outdoor movies and comfort food featuring fresh local ingredients with an urban twist. Think full-course feasts or sociable small plates to share. Among the menu highlights: mini lobster or BBQ brisket sliders, sushi, fresh local veggies, truffle popcorn, grass-fed steak, Point Judith (R.I.) calamari and more.

Hip guest lofts are all about comfort. Guests find rain showerheads and NYLO NYTE, a custom bed with Beautyrest® pillow-top mattress topped with five fluffy, down-like pillows. There are allergy-friendly guest lofts and imaginative artwork by local artists. The eco-chic hotels use renewable energy, motion sensors in guest lofts to control heating and lighting and other earth-friendly features and practices.

Among the thoughtful touches to warm the hearts of today's budget-conscious travelers' hearts are complimentary extras, including: hotel-wide Wi-Fi, bottled water, faxes, scanning and copying services, and local and long-distance (domestic) phone calls.

Bringing city flair to the suburbs, the newest hotel, NYLO Dallas/Las Colinas, opened in July in North Dallas. Other properties are NYLO Providence/Warwick in Rhode Island and NYLO Plano at Legacy, also in North Dallas.

Their high style comes with attractive rates, from \$79/night (weekends) to \$129 - \$149 (week nights). For more information, visit <http://www.nylohotels.com>.

#### **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. NYLO features bright, spacious loft accommodations; state-of-the-art business center; high-tech gym; and stylish, 24-hour, healthy-alternative restaurant and bar. The brand caters to travelers seeking an energized alternative to the bland, one-size-fits-all experience typically found in mid-priced lodgings. The first NYLO made its debut in Dec. 2007 in Plano, Tex., a thriving North Dallas suburb. A second hotel, NYLO Providence/Warwick, opened in Sept. 2008, and a third, NYLO Dallas/Las Colinas, premiered in July 2009. For more information, visit online <http://www.nylohotels.com>.

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