

**NYLO Hotels Announces
First Conversion Property**

Lifestyle Hotel Innovator Expands With a Third Hotel in Texas

DALLAS, TEXAS. (January 24, 2011) – NYLO Hotels LLC announced plans today for a third hotel in the Dallas-Fort Worth market, this one in South Side Dallas, a thriving community just south of downtown. This project marks two “firsts” for the lifestyle hotel brand; it will be NYLO’s first conversion property, and it will be the first NYLO hotel to pursue LEED Silver Certification. The NYLO Dallas South Side will break ground in the first quarter of 2011 and open in the first quarter of 2012. The hotel will be operated by NYLO Hotels and developed by Matthews Southwest.

NYLO Dallas South Side will be located three blocks from the Dallas Convention Center and the adjacent 1,000 room Omni Dallas Convention Center Hotel, also being developed by Matthews Southwest. The NYLO Dallas South Side will be just 3 minutes from the Dallas central business district, the Dallas Arts District, the Trinity River Corridor Project and the Woodall Rogers Deck Park.

The five-story, 76-room NYLO hotel will house a destination roof top bar and pool and will be located at the corner of South Lamar Street and Belleview, within walking distance of Gilley’s Dallas live music and entertainment venue, the Palladium Ballroom, and Dallas’ landmark urban community South Side at Lamar. The site is one block from the DART Cedars Rail station with service to the Greater Dallas area and will benefit from the South Lamar pedestrian \$5.5 million improvement project that stretches from the Dallas Convention Center to the Cedars DART station and includes pocket parks, pedestrian friendly lighting, new sidewalks, buried utility lines and historic crosswalks.

“South Lamar is well on its way to being a vibrant entertainment and business center – a unique place where you can shop, dine, work, enjoy entertainment, meet and sleep in unique, one-of-a-kind venues,” says Jack Matthews, President, Matthews Southwest, Dallas Texas, developers of South Side on Lamar, the Omni Convention Center Hotel and the Beat Condos, all of which are located in South Side. Matthews has been developing the South Side area with an urban master plan created by the noted architectural firm of Foster+Partners, successfully transforming South Lamar into a thriving, hip and safe area. “The addition of an energetic

NYLO boutique hotel is a perfect fit and an integral component to the continuing development of South Side, it will be a great amenity for area residents and businesses and the rooftop bar will become a new destination for all of Dallas.”

“We’re delighted to become part of the South Dallas community, and we look forward to the tremendous opportunities created with the NYLO South Side joining our NYLO Plano and NYLO Las Colinas hotel portfolio in DFW” says Michael Mueller, President & CEO, NYLO Hotels, and the original founding partner and visionary for the brand. “This project will be the first of many NYLO conversion projects, the existing historic brick building begs to be a NYLO Hotel and with what Jack Matthews has created, and his vision for the future of the South Side market, it’s an ideal location for NYLO’s truly unique, design-oriented lifestyle hotel.”

NYLO hotels feature destination bars and restaurants that are uniquely designed to offer an urban ambiance blended with elements of the local market for a unique experience. The NYLO Dallas South Side will feature two such destinations; the lobby bar and restaurant which will offer an intimate and vibrant community gathering place, and an incredible roof top which will feature an infinity pool and an enclosed roof-top bar and lounge with fully operable glass walls designed to take full advantage of one of the best views of downtown Dallas.

Since its inception NYLO has incorporated dozens of green features in its hotel, “NYLO’s Everything Green policy calls for the use of the most energy efficient materials and processes with the goal of being eco-friendly”, states Patrick O’Neil, Executive Vice President Operations and NYLO co-founder. “By pursuing LEED Silver Certification the NYLO Dallas South Side will take NYLO’s green aspirations to the next level.”



NYLO Hotels combine the dynamic qualities of urban loft-style living with the best-of-the-hotel-industry features, services and amenities. NYLO hotels feature destination bars and restaurants that are uniquely designed to offer an urban ambiance blended with the local market for a unique experience. NYLO caters to both business and leisure travelers that are seeking an energized, fun and comfortable lodging option and offers an alternative to the bland, one-size-fits-all experience typically found in many hotels. For reservations and more information, visit **www.nylohotels.com**. For development or conversion opportunities, contact Michael Mueller at mmueller@nylohotels.com



Matthews Southwest (MSW) is a full-service private real estate development company headquartered in Lewisville, Texas with additional offices in Dallas, Texas; Calgary, Alberta; and Mississauga, Ontario. Since 1988 MSW has built, or is in the process of developing, in excess of 8 million square feet of office, residential, hospitality and mixed use developments throughout North America. From conception to completion, MSW brings together financial resources and experienced management to form profitable partnerships focused on creating projects of lasting excellence. Visit Matthews Southwest online: www.matthewssouthwest.com.