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**NYLO Hotels Wins Top Award
For Internet Marketing**

ATLANTA – (April 8, 2009) – NYLOhotels.com won top honors in the 2009 Internet Advertising Competition Awards, earning the distinction of Best Web Site in the Hotel and Lodging category.

Launched in late January 2009, NYLOhotels.com (<http://www.nylohotels.com>) was recognized for outstanding design, content and search engine optimization. The site is a collaboration between hospitality innovator NYLO Hotels and Milestone Internet Marketing, Inc., Santa Clara, Calif.

Now in its 13th year, the national Internet Advertising Competition (<http://www.iacaward.org>) is produced by the Web Marketing Association. Entries are judged by leaders in the field of Internet advertising according to six criteria: creativity, innovation, impact, design, copywriting and use of the medium. Awards are given to the entries receiving the top ratings in each industry category.

Since the new NYLOhotels.com went live three months ago, visitor traffic has soared 60 percent, page views grew 800 percent, and online reservations jumped 35 percent over the same period the previous year.

“NYLO is honored to receive this award in the Hotel category,” says Patrick O’Neil, executive vice president of operations, NYLO Hotels. “The site sets a new standard for search engine optimization in the lodging industry.

“Despite the challenging economy, NYLO is enjoying big gains in Web-generated revenue,” O’Neil continues. “We’re delighted with the growth in visitor traffic and page views too, indicating travelers are connecting with the site and spending more time there, exploring the rich new offerings.”

e-Commerce-Driven Site

NYLOhotels.com merges Milestone's expertise in Internet marketing with NYLO's flair for hospitality and design.

The search-engine-friendly site takes e-commerce to the next level, reaching out not only to travelers who want to book hotel stays. It also connects with people coming to NYLO markets looking for engaging lifestyle experiences – dining, shopping, sporting events, culture, eco-travel and more.

“Every page is focused on a distinct market segment,” explains Benu Aggarwal, Milestone's founder and president. “In each NYLO market, for example, the site is designed to come up in searches for deals and packages as well as for hotels near airports, businesses, sports stadiums, shopping, dining, museums and more. Each page acts as a virtual salesperson working 24-7 to boost traffic and revenue.”

“Franchisees can leverage NYLO's commanding online presence,” O'Neil points out. “They also get the benefit of the brand's state-of-the-art marketing and reservation systems.”

Each hotel has its own designated area, or robust mini site, of approximately 35 pages. With vibrant images, calendars, e-maps and more, NYLOhotels.com provides a window into every property. Travelers can customize their stays, viewing guest lofts, common areas and packages, as well as nearby shopping, dining, entertainment, cultural events and more. Every mini site is search-engine-optimized from the ground up, further building traffic and occupancy.

Staying Unique

Like the entire brand, NYLOhotels.com places its emphasis on service, design and fun. With original artwork by emerging artists, the site boasts a unique style. Visitors here find an amalgam of offerings: a rich mix of hotel information as well as art, music, design, fashion and entertainment.

The ONLY@NYLO section spotlights cool and contemporary guest lofts and the brand's fashionable clothing line -- NYLO Wear by Daniel Vosovic – by the Bravo-TV “Project Runway” fan favorite. Also in ONLY@NYLO: information on PURE allergy-friendly guest lofts, the ultra-comfortable NYLO NYTE™ bed and each hotel's green features. There's music to discover as well, listening to NYLO Uncovers compilation CDs featuring ascendant artists in NYLO markets and across the globe. If you like NYLO's music, art and apparel, you can buy it online here too.

The Things To Do sections provide an insider's guide to each hotel's local culinary, cultural and social hotspots. As virtual concierge, NYLOhotels.com serves up an array of options: nearby restaurants, bars, clubs, shopping, parks, zoos, universities, concerts, sporting events, art exhibits and more. Helpful extras include e-maps and door-to-door directions.

Travelers find easy booking on every page. Packages are prominently displayed. Plus, a simple sign-up for clubNYLO lets travelers receive unexpected rewards at check-in and advance notice of new offerings and special deals.

“In this economy, everyone is looking for value,” O’Neil comments. “NYLOhotels.com captures the personality of the brand, showing travelers how to get exceptional value, while also enhancing comfort and style.”

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 feature bright, spacious loft accommodations; state-of-the-art business center; gym, and 24-hour, healthy-alternative restaurant and bar. They cater 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., in North Dallas. The brand’s second hotel, NYLO Providence/Warwick, opened in Sept. 2008, and the third, NYLO Dallas/Las Colinas, is on track to premier early in the summer 2009. For more information, visit www.nylohotels.com.

About Milestone

Milestone Internet Marketing, Inc. is a leading provider of Internet marketing solutions for the lodging industry. Milestone’s portfolio of services included [Website Design](#), [Search Engine Optimization](#), [Pay-per-Click marketing](#), [Email marketing](#), and several [Web 2.0](#) initiatives like [Online Videos](#), [Blogs](#), [RSS](#), etc. Milestone currently works with over 700 hotels and drives over \$150M in annual revenue for its clients. Milestone is a preferred vendor for several major lodging industry brands and works with some of the leading management companies in the US. Milestone is also well known as a lodging industry educator for its [Hotels to HTMLs](#) internet marketing [workshops](#) and book. For more information, please visit www.milestoneinternet.com or call (888) 350-8396.

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