



Tecton Hospitality and Desires Hotels Stand Out As Innovators in Management and Accommodations

Desires Hotels and Miami's Strand Hotel Ocean Drive Win Coveted Hospitality Awards

NEW YORK, NY Aug 28, 2008 — In a busy week for Desires Hotels, the modern independent boutique hotel collection has been recognized twice for its outstanding achievements. The first award came from *Lodging Hospitality* magazine, naming Tecton Hospitality and Desires Hotels as the *Best Management Company* in its First Annual Lodging Hospitality Honors. The second recognition came from Orbitz customers, naming Desires Hotels' The Strand Ocean Drive the *2008 Orbitz Best In Stay Hotel* for couples in Miami. The Orbitz *Best In Stay Awards* recognize more than 100 top-rated hotels based on reviews by guests themselves.

The First Annual Lodging Hospitality Honors criterion was based on innovations in hospitality. Lodging Hospitality honored five companies for their outstanding examples of what's possible in hospitality. The Award for *Best Management Company* was awarded to Tecton Hospitality and Desires Hotels because of their innovative and successful operation of a variety of branded and independent boutique hotels. Lodging Hospitality magazine is written and produced by the most experienced hospitality staff and serves the domestic U.S. lodging industry, which includes hotels, motels, motor inns, and resorts.

Orbitz *Best In Stay Award* winners were selected based on the overall numeric score they received by Orbitz travelers. Reviews and scores for each hotel are collected only from Orbitz customers who have booked and stayed at the hotel. Reviewers are asked to rate a variety of hotel attributes on a scale of 1 to 5, including amenities, maintenance, hotel staff, room comfort, location, and value. The "overall score" is an average of all reviewer scores submitted. Tom Russell, Group Vice President of Brand Marketing for Orbitz Worldwide, says, "With our *Best In Stay* awards, we are harnessing this guest feedback to recognize and celebrate the hotels that provide the best customer experience, according to the travelers who have stayed there."

Raul Leal, President/Partner of Tecton Hospitality and Desires Hotels, said about the recent success of their brand, "We are completely honored – to be awarded like this from our peers and our customers is truly a testament to our team's hard work and dedication."

About Desires Hotels

From the neon lights on Ocean Drive in South Beach to the Harley-Davidson Museum in Milwaukee, from the Georgia Aquarium in Atlanta to the cobbled adoquine streets of Old San Juan, or right in the heart of Times Square, Desires Hotels is a unique collection of independently created modern boutique hotels. High in style, distinct and creative, each of these lifestyle hotels have one-of-a-kind architecture and interior design, allowing guests to expect just as much from their hotel as they do from their destination. Savvy travelers seeking a lifestyle-oriented experience will appreciate the “Your Desires” program that tailors a unique experience to every guest. Desires Hotels deliver unexpected amenities in stylish settings.

For more information about Desires Hotels and their locations, call 866-593-4330 or visit www.desireshotels.com.

Press Information

KVD Communications, LLC

419 Lafayette St

New York, NY 10003

646.723.4338

Kathleen Duda

Managing Director

kathleen@kvdc.com

Clifford Blodgett

Account Executive

clifford@kvdc.com