



DESIRE HOTELS ANNOUNCES EXECUTIVE CHANGES

CEO Richard Millard Elevates Executive Positions as Company Plans for Domestic and International Expansion

Chairman and CEO Richard Millard of Desires Hotels, the unique collection of independently created modern boutique hotels, announces changes to the management team. "With President Raul Leal's departure we are pleased to announce the addition of Michael Register as a Partner in Desires Hotels International and VP of Development for Desires Hotels and General Counsel. Register's role will focus on business development in emerging markets in the U.S and abroad. Working with select investment partners, he will identify and source existing and new build properties for acquisition and development," says Millard.

Prior to joining Desires Hotels, Register was in charge of business development and legal matters for Nikki Beach Worldwide. During his tenure, he was responsible for over 20 new hotel and other F&B projects around the globe. This important addition to the team will help lead Desires Hotels into a new era as the group looks beyond their current borders to manage modern boutique hotels worldwide.

Douglas Carrillo, a partner since 2001 is elevated to Executive Vice President. Millard and Carrillo saw the growing popularity of boutique hotels nine years ago and grasped an opportunity to offer a unique management solution for hotel developers and owners who wanted to create their own signature vision. Carrillo continues to have complete oversight of sales, marketing, branding, and e-commerce strategies for Desires Hotels. With more than 20 years of experience within the hospitality industry to his position, he was recently recognized by the Hospitality Sales & Marketing Association International (HSMAI) as one of the Top Twenty Five Extra Ordinary Minds in Sales & Marketing, which honors creative brilliance and best practices in hospitality, travel and tourism related marketing.

Effective immediately, David Moth, Director of Operations, becomes Vice President of Operations. In the hotel industry for more than 20 years, Moth has held illustrious positions at hotels in the UK, Caribbean and United States. Promoted to the role of Director of Operations in March 2009, Moth has successfully overseen day-to-day hotel operations through an ongoing dialogue with hotel General Managers. In addition, his role is to maximize revenues, ensure compliance of service standards, and drive the unique company culture. Millard states "David has brought a depth and breadth of experience to his role. His international experience will serve as a tremendous asset as we expand into existing and new markets. With the new team in place and the rapid expansion of opportunities outside of the

United States, we are on course to grow the company into the next decade and be a leader in the lifestyle/boutique hotel segment.”

About Desires Hotels

From the neon lights of Ocean Drive in South Beach to the Harley-Davidson Museum in Milwaukee, from the iconic Delmar Loop in St. Louis to the coral reefs off of Old Port Royal in Roatan, or right in the heart of Times Square, [Desires Hotels](#) is a 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. Coming soon in 2010 Desires Hotels will be opening Cassa Hotel and Residences in New York City, Hotel Zamora in St. Petersburg Beach, FL and The Charlee in Medellin, Colombia.

For information and high res images:

Kathleen Duda
Managing Director
KVD Communications
419 Lafayette Street
kathleen@kvdccommunications.com
646.723.4338

