



Desires Hotels announces KVD Communications as its new Public Relations Partner

The Modern Boutique Hotel Collection Finds its Public Relations Match

NEW YORK, Aug 18, 2008 — Miami-based Tecton Hospitality, a professional hotel management company, and their boutique division, Desires Hotels, has announced their appointment of New York-based KVD Communications as its new Public Relations Agency, to handle their expanding consumer and business public relations needs.

Tecton Hospitality is a professional hotel management company that offers expert third party management of franchised hotels, including many of the most recognizable names in the franchise hotel sector. Both Tecton Hospitality and its Desires Hotels collection take pride in their individual reputations for providing their clients and guests with experiences that are unique and markedly above what can be considered just satisfactory; an attribute also found in KVD Communications.

The Desires Hotels boast an unwavering commitment to service, unique design and architecture, and deliver unexpected amenities in the most stylish settings. KVD Communications understands the distinct vision of the Desires brand, and will utilize its full complement of public relations and marketing communication strategies to deliver the Desires message to their targeted audiences. With more than 20 years experience in the hospitality industry, Kathleen Duda, Managing Director of KVD Communications, has a wide-ranging knowledge of the hospitality business and “is excited to utilize (her) expertise in positioning Desires Hotels and Tecton Hospitality as leaders in their field.”

KVD Communications will also ensure that the proven Tecton Hospitality offering reaches a national business audience while defining and distinguishing the innovative methodologies used by Tecton to ensure that the firms franchisee owners see results in the form of increased guest satisfaction, streamlined operations, and sustained / elevated profits. Similarly, for Desires Hotels, KVD will highlight how the brand allows owners the ability to create a truly unique and distinctive property that outshines their competitor's standardized approaches.

The future is now for Desires Hotels, as they have several new hotel projects under-way, including three in New York City and one in Chicago. These projects, along with the launch of a new and innovative website, and a multitude of other ventures are sure to keep Tecton, Desires, and KVD at the top of the reader board. “As we move forward, we're excited to work

with KVD Communications, as we know that Kathleen Duda and her team have the ability to promote hospitality with an eye to the nuance and essence of each property in a way that dramatically enhances her ability to achieve critical market objectives,” says Doug Carrillo, Senior VP/Partner of Sales and Marketing at Tecton and Desires Hotels.

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, call 866.593.4220 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