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Desires Hotels Announces New Chain Code (BT) to Market Modern Boutique Hotels on the GDS

Company Also Creates Web site for Travel Agents

Miami, Dec. 17, 2007– Desires Hotels today announced that it is marketing its portfolio of modern boutique hotels on the global distribution systems (GDS) under the two letter chain code “BT”. The new chain code will enable Desires Hotels to promote its collection of hotels together to travel agencies around the world.

In support of this initiative, Desires has created an Internet portal specifically designed for travel professionals, www.desireshotels.com/agents. The Web site will provide detailed information about Desires Hotels, how to book on the GDS, knowledge to assist them in enhancing their clients stay, as well as commission information.

“With the modern/lifestyle boutique hotel landscape growing, and more consumers demanding these types of hotels, it is vital to offer wider distribution that will create more visibility and appeal for our hotel portfolio,” said Doug Carrillo, senior vice president of sales and marketing with Desires Hotels. “Retail travels agents and the business they generate are an important revenue stream for our company, and we feel that our collection of modern boutique hotels should be more visible to them and their clients.”

(continued)

Desires Announces New Chain Code to Promote Hotels on the GDS

Page 2

About Desires Hotels

Desires Hotels is a Miami based hotel management company which provides a wide range of services to both institutional and individual owners of independently branded modern boutique hotels in the United States and Caribbean. The Desires portfolio currently includes the award-winning 93-room Sagamore Hotel, the 66-room Wave Hotel, the 83-room Circa 39, the 40-room Hotel Astor, the 62-room Betsy Hotel, the 24-room St. Augustine Hotel and the 87-room condo hotel The Strand Ocean Drive in Miami Beach, Fla., the award-winning 76-room San Juan Water & Beach Club Hotel in San Juan, Puerto Rico, the 110-room Glenn Hotel in Atlanta, Ga., the 235-room Hotel Mela in New York City, NY, and the 100-room Iron Horse Hotel in Milwaukee, WI, scheduled to open the summer of 2008.

For more information about Desires Hotels, call (305) 577-8484 or visit www.desireshotels.com.