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CONTACT: Marichelli Heredia
Thorp & Company
(305) 446-2700
mheredia@thorpc.com

Desires Hotels Offers Summer Promotion to Florida Residents at its Hotels on South Beach

MIAMI, July 24, 2006 – Desires Hotels, the boutique division of Tecton Hospitality, today announced a summer promotion for Florida residents who book stays at any of its five hotels in Miami Beach, Fla.

The promotion, which runs through September 30, 2006, provides a \$25 gas rebate to all Florida residents who book a two or more nights stay at any one of the Desires Hotels in South Beach, including the Wave Hotel, Circa 39, Hotel Astor, Betsy Ross Hotel and The Strand Ocean Drive. Guests can make their reservations by visiting www.desireshotels.com, or calling the hotels directly. To redeem the rebate, guests need to show a valid Florida driver's license and a gas receipt.

As part of its Florida Residents promotion, Desires Hotels launched a Web site at www.desireshotels.com for the five hip and chic boutique properties in its' portfolio. In addition, the company is running ads in selected movie theaters in Tampa, Orlando, Jacksonville, South Miami, Aventura, Fla., and Sunrise, Fla., through August 14, 2006, to lure in-state vacationers to its Miami Beach hotels.

“South Beach has always been a favorite vacation destination for out-of-state tourists and local residents. However, studies have shown that the recent rise in gas prices has influenced how far vacationers will travel,” said Doug Carrillo, vice president of sales and marketing for Tecton Hospitality and Desires Hotels. “As a result, we created this gas rebate promotion to provide Florida residents with financial relief while offering them outstanding service and a cool and comfortable environment at some of South Beach's hottest hotels.”

Tecton Hospitality provides a wide range of management services to both institutional and individual owners of hotels in the United States and Caribbean. The Miami-based company operates branded hotels, including full-service properties and resorts under the Sheraton, Marriott, Hampton Inn, and Holiday Inn names, as well as boutique hotels through the Desires boutique-hotels division.

The Desires portfolio currently includes the award-winning 84-room San Juan Water & Beach Club Hotel in San Juan, Puerto Rico, the 93 room Sagamore Hotel, the 66-room Wave Hotel, the 83-room Circa 39, the 40-room Hotel Astor, the 61-room Betsy Ross Hotel and the 87-room condo hotel The Strand Ocean Drive in Miami Beach, Fla., the 110-room Glenn Hotel in Atlanta, Ga., and the 235-room Hotel Mela in New York scheduled to open in the 4th quarter of 2006.

For more information about Tecton Hospitality, call (305) 577-8484 or visit www.tectonhospitality.com or www.desireshotels.com.