

## **FOR IMMEDIATE RELEASE**

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### **Desires Hotels™ Selected to Manage the New “Hotel La Mela” in New York City**

*Hotel La Mela Marks Desires Hotels™ entry into the New York market*

MIAMI, April 26, 2006 – Desires Hotels™, the boutique division of Tecton Hospitality, announced today that it has signed a contract to manage Hotel La Mela, a new boutique hotel concept in the theatre district of New York City, which is scheduled to open in the summer of 2006. This is Desires Hotels™ first boutique property in the New York market.

Located at 120 West 44 St. between 6<sup>th</sup> Avenue and Broadway, the 235-room Hotel La Mela is in walking distance to Times Square. It features a 3,000-square-foot restaurant and bar, fitness center, LCD flat screen TV's and pillow top mattresses in all the rooms.

“More consumers are choosing to stay in boutique hotels because of their one-of-a-kind architectural and interior designs, personalized service and a new experience from traditional hotels, which make them unique,” said Raul Leal, president of Tecton Hospitality. “As the demand for this kind of property continues to rise and as more properties spring up each year, owners and developers are looking for management companies like us who know this market segment and can produce successful financial results.”

Doug Carrillo, vice president of sales and marketing added, “We’re excited about our new venture into the New York market. Our long-standing experience and results with boutique hotels won us this contract, and we’re looking forward to introducing a product that consumers will be drawn to.”

For more information on Hotel La Mela, please visit the Web site at [www.hotellamela.com](http://www.hotellamela.com) .

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, Holiday Inn and Best Western names, as well as boutique hotels through the Desires boutique-hotels division.

In addition to Hotel La Mela, 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 50-room Aqua 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., and the 110-room Glenn Hotel in Atlanta, Ga.

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