



Desires Hotels Announces New Luxury Hotel Project in NYC

A Complete Renovation Transforms Neighborhood Icon into The Wolf Hotel

NEW YORK, NY September 24, 2008 — Leading hotel management company Desires Hotels the boutique division of Tecton Hospitality announces that it will manage The Wolf, which is slated to open its doors in spring 2009 and will be the third in their Desires Hotels boutique collection in New York City. The Wolf is situated on Madison Avenue at 27th Street in the stylish Madison Square Park neighborhood, an area steeped in history and old-world charm. As such, the 60 room hotel will pay homage to its neighborhood with intimate and elegant accoutrements. “The Wolf is an eclectic mix of European influences. Rustic, old-world elements are balanced with traditional, opulent details throughout the hotel,” says Mark Zeff, Founder and Creative Director of zeffdesign. The hotel will reflect all the qualities of a community that doesn’t merely grow outdated and obsolete as time goes by, but becomes established and time-honored.

In the ground floor lobby and restaurant you’ll find rough ironwork, cobblestones, and exposed beams, accented by bronze and brass details, antiqued mirrors, and a hand-painted Fornasetti-inspired gold mirror. In the guestrooms and suites, patterns and fabrics in red, black and gold are layered to give the feeling that pieces have been accumulated over time. “Overall, The Wolf has sense of patina and history, as if it has been there for years,” adds Zeff. The Rioja Lounge will serve as a sensual destination for a glass of wine or a delectable meal, and the rooftop venue will boast incredible views of the Empire State Building and the original Met Life Tower.

“We are all very excited about this project,” says Raul Leal, President and Partner of Desires Hotels and Tecton Hospitality. “The Wolf is in the heart of the rapid revitalization of the business and residential developments in the Madison Square Park District. We are thrilled to be among the new highlights of this area of the city.” The entire Madison Square Park District is buzzing with new developments, as the former, and famous, Toy Building is being converted into a new office building. The gorgeously maintained Madison Square Park and its popular eatery “The Shake Shack” are highlights for tourists and business travelers alike, as are culinary destinations Eleven Madison Park and Tabla. With news of Chicago’s legendary Charlie Trotter restaurant opening next year, the Rioja will be a perfect addition to this illustrious roster of eateries. “Location and timing are everything and we are certainly in the right place at the right time” Leal adds.

Earlier in 2008, Desires Hotels announced the 5-star Cassa Hotel and Residences in midtown Manhattan. The Cassa is an all-suite luxury hotel experience designed by world-renowned architect Enrique Norten of TENarquitectos in collaboration with Cetra/Rudy Architects. This project is also scheduled for completion in the winter of 2010. Additionally, Tecton's currently operating their third property, Hotel Mela, on West 45th Street in Midtown Manhattan. With its third hotel opening in Manhattan, Desires Hotels is firmly establishing themselves as leaders in the modern boutique hotel management industry, with an appreciative and receptive eye to the nuances and fine details of each hotel's surrounding neighborhood. In this light, The Wolf Hotel will bring the area's sophistication and elegance into each aspect of the design, wrapping guests in comfortable luxury and old-world style while offering truly exceptional service to each guest that walks through the doors.

About Desires Hotels

Desires Hotels is a collection of independently created modern boutique hotels founded in 2005 as the boutique division of Tecton Hospitality. The cornerstone of The Desires brand is the company's ability to create hotels which are made in the vision of the owner / developer. Desires provides individual strategies focused on driving profits through sophisticated marketing techniques, including the "Your Desires" loyalty program, an innovative website, strong relationships with the travel trade, and strategic marketing partnerships. Desires branding success delivers profits by using a successful model of operational synergies, finance, sales and marketing, and human resource management. Desires Hotels offers a complete and comprehensive hotel management tailored to the needs of each property.

The Desires portfolio currently includes the award-winning 93 room, Sagamore Hotel, and the 87-room condo hotel The Strand Ocean Drive in Miami Beach, FL, the San Juan Water & Beach Club in San Juan, Puerto Rico, the 100-room Glenn Hotel in Atlanta, GA, the 229-room Hotel Mela in New York City. Scheduled to open in 2008 is the 100-room Iron Horse Hotel in Milwaukee and the 63- room Betsy Hotel on Ocean Drive in South Beach.

To learn more about how Desires Hotels means business, visit Desireshotels.com/corporate or call 305.577.8484.

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