



The New Desires Hotels Collection Kicks Off Their E-Escapes Contest

Win 3-Night Stay, Round-trip Airfare, and Breakfast at a Desires Hotel of Your Choice

NEW YORK, NY October 2, 2008 — Celebrating the launch of their new website, [Desires Hotels](http://DesiresHotels.com), a collection of modern boutique hotels, is pleased to announce an exciting contest. The exclusive grand prize for two includes roundtrip airfare, a 3-night stay at any Desires Hotel, and breakfast daily. Pick any Desires Hotel in one of your favorite locations: New York, Miami, Puerto Rico, Atlanta, or the latest hotel in the collection, the Iron Horse in Milwaukee. Individuals can enter their chance to win by visiting Desireshotels.com and booking an exciting E-Escape or by simply signing up for special E-Promotions before October 31, 2008. Fill in the required information, and become registered to win the grand prize of a 3-night getaway or weekly prizes which are 80GB iPod classics. With E-Promotions guests will receive advance notice of updates on the latest offers tailored to your particular interests from Desires Hotels, delivering unexpected amenities in stylish settings!

Whether it is the world class art collection at The Sagamore in Miami Beach, the rooftop lounge at the San Juan Water and Beach Club, or Hotel Mela, just steps from the excitement and lights of Times Square, each of the Desires Hotels provides a unique experience through their distinct aesthetic and design. We invite you to tailor your experience however you wish through our "Your Desires" loyalty and guest concierge program. A dedicated Manager of Desires will work behind the scenes before your arrival to make sure that your stay is customized to your preferences, ensuring that every guest has an exceptional experience. Guests are also privileged with exclusive access to podcasts that outline current events in and around each hotel, specialized music playlists, virtual tours, special offers and packages, and a host of other features, making DesiresHotels.com among the most innovative website in the industry. So don't hesitate, go to Desireshotels.com to become eligible to win!

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 and their locations, call 866-593-4330 or visit Desireshotels.com.

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