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Desires Hotels Partners with GenaRes Worldwide Reservation Services to Deliver CRS and GDS Booking Engine

Miami, Dec. 10, 2007— Desires Hotels today announced that it is partnering with GenaRes Worldwide Reservation ServicesSM Ltd., the hotel industry's newest and fastest growing global representation and reservations company, to provide a full range of proprietary central reservations systems (CRS) and global distribution services (GDS) booking engine for its boutique hotels.

By partnering with GenaRes and having its hotel inventory managed across all distribution channels including GDS, central reservation system and Website booking engine, Desires expects to receive greater exposure and the opportunity to compete with larger hotel brands.

"This partnership with GenaRes creates a greater integration and central location for booking at our modern boutique hotels, which will help us compete in this ever growing segment of our industry," said Doug Carrillo, senior vice president of sales and marketing and partner with Desires Hotels. "GenaRes has established themselves as a premier global reservations company, so we are confident that Desires will achieve great outcomes from incorporating this new technology."

GenaRes will provide Desires with second generation seamless connectivity to a global distribution system (GDS) and access to more than 600,000 travel agents using SABRE, Galileo, Worldspan, Amadeus, and Pegasus (ODD). In addition, GenaRes furnishes a proprietary booking engine that interfaces with the hotel's Web site. The GenaRes service utilizes true ASP technology designed and built by GenaRes, eliminating third-party reliance, to enhance and support the hotel's reservation and marketing programs while interfacing directly to the hotel's property management systems (PMS).

"Our goal is to help Desires incrementally increase its revenue by adding an untapped source of bookings for its growing portfolio of award-winning, independent, modern boutique hotels," said Eugene Harris, GenaRes president. "Typically, hotels that use our services see an increase of nearly 20 percent to their bottom lines, outpacing the competition by nearly a full 10 percent. We firmly expect for Desires' properties to do the same."

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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 Ross 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.

About GenaRes Worldwide Reservation Services, Ltd

Launched in 2004 by former Lexington Services Corp. founders and executives, Dallas-based GenaRes Worldwide Reservation ServicesSM Ltd. (<http://www.genares.com>) is the hotel industry's newest and fastest growing hotel reservations and representation company. As the first new central reservation system (CRS) to come to market since 1999, GenaRes' GenaRaterSM Web-based CRS and related services are provided on an ASP basis and are designed for properties ranging from small independents to large chain hotels worldwide. The lodging industry's only privately held reservations technology provider created by hoteliers for hoteliers, GenaRes' services include: seamless GDS and Internet connectivity, a private-label Internet booking engine, a Web-based CRS with two-way XML property management system interfaces, and private-label voice reservations/call center services. GenaRes is headquartered in the Dallas/Fort Worth suburb of Grapevine, Texas, and has sales representation worldwide, with offices throughout Europe and Asia. The company is owned by Ricky A. Wilkins, Michael G. Wilkins and Eugene Harris.