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HOTEL MELA
120 West 44th Street
New York, NY 10036
Tel: 1-877-452-6352
Reservations
www.hotelmela.com

FACT SHEET

Location: Hotel Mela is located at 120 West 44th Street in the heart of New York City's renowned theater and fashion districts.

The hotel is easily accessible by commuter railroad to Penn Station (Amtrak, NJ Transit and LIRR), Grand Central Station (Metro North) and New York City Transit buses and subway lines. Conveniently located to all area airports – La Guardia, Kennedy and Newark Liberty Airports.

Open: Opened January 8, 2007

Philosophy/Concept: 'At Home Sophistication' coupled with the luxury of modern design, the lobby of the hotel is a welcome departure from traditional hotel public space design. Carefully selected New York themed artwork pays homage to the New York of past and present, and celebrates the contribution by Italian culture. Hence the name Hotel Mela, which means 'the apple' in Italian.

Guestrooms and suites are furnished in rich decadent fabrics with interesting architectural accents and touches along with smart technology and electronic equipment for guests' comfort.

Antique details throughout the building provide a nice contrast when set against the clean lines of sleek contemporary furniture and fabrics. A palette of warm woods and soft fabrics keep the guestrooms cozy and sophisticated. An expansive penthouse is the showpiece of the hotel where special care has been given to preserve the historical aspects of structural design while providing guests with a living space that is as unique as the city in which it resides.

Accommodations:

Hotel Mela offers 228 spacious guestrooms and suites. Accommodations feature rich soothing earth tones that provide an atmosphere of tranquility, elegance, modern luxury and classic sophistication.

Superior Room – Beautifully appointed rooms averaging 190 sq.ft. of space with 1 queen or 1 double bed. Superior rooms are decorated with earth-tone inspired décor providing guests a tranquil atmosphere of modern luxury and classic sophistication. Each of the hotel’s superior guestrooms have been carefully designed to provide guests a unique level of functionality, including deluxe plush mattresses covered with fine duvets and 100 percent Egyptian combed cotton linen, 26” flat-screen LCD-TVs, CD/alarm clocks with MP3 connection, dedicated 2-line phone service with cordless or landline phones, mini-bars, safes, H2O bathroom amenities, hairdryers, bathrobes, HSIA and complimentary WiFi.

Deluxe Room – Averaging 220 sq.ft. of space with 1 king or 1 queen size bed, deluxe rooms are decorated with earth tone inspired décor providing guests a tranquil atmosphere of modern luxury and classic sophistication. Each of the hotel’s deluxe guestrooms have been carefully designed to provide guests a unique level of functionality, comfort and relaxation, a full-range of traditional amenities and the latest in technology, including deluxe plush mattresses covered with fine duvets and 100 percent Egyptian combed cotton linen, 26” flat screen LCD-TV, CD/alarm clocks with MP3 connection, working desk with ergonomic chair, dedicated 2-line phone service with cordless and land-line phones, mini-bars, safes, H2O + bathroom amenities, hairdryers, bathrobes, HSIA and complimentary WiFi.

Executive Room – Oversized beautifully appointed rooms averaging 300 sq.ft. of space with one king size bed or one queen size bed. Each of the hotel’s executive guestrooms have been carefully designed to provide guests a unique level of functionality, comfort and relaxation, a full-range of traditional amenities and the latest in technology, including deluxe plush mattresses covered with fine duvets and 100 percent Egyptian combed cotton linen, 26” flat screen LCD-TVs, CD/alarm clocks with MP3 connection, working desk with ergonomic chair, dedicated 2-line phone service with cordless and landline phones, mini-bars, safes, H2O -bathroom amenities, hairdryers, bathrobes, umbrellas, HSIA and complimentary WiFi.

Executive Junior Suite – Separated working area, rooms with one king size bed. Each of the hotel’s executive junior suites have been carefully designed to provide guests a unique level of functionality, comfort and relaxation, a full-range of traditional amenities and the latest in technology, including deluxe plush mattresses covered with fine duvets and 100 percent Egyptian combed cotton linen, 26” flat-screen LCD-TVs, CD/Alarm clocks with MP3 connection, working desk with ergonomic chair, dedicated 2-line phone service with cordless and land-line phones, coffee makers, mini-

bars, safes, H2O+bathroom amenities, hairdryers, bathrobes, HSIA and complimentary WiFi.

Amenities:

Guestroom features and amenities:

- Egyptian combed cotton lines
- H2O Plus Bath Products
- Turkish Terry's 100 percent cotton
- 310 count duvet covers
- Mahogany furnishings
- Complimentary in-room high-speed wireless
- Cordless telephones (designated rooms)
- Flat screen LCD TVs
- CD/Alarm Clock with MP3 Connection
- Mini bars/Laptop in-room safes
- Dedicated Inward Dialing in all rooms

(2) Penthouse suites (1 including enclosed terrace)

Desires Suite – 400 square feet of space, one bedroom suite with one queen size bed and separate living area with sofa bed. Suite includes H2O amenities, 26” flat-screen LCD-television, CD/alarm clocks with MP3 connection and 2-line phones, HSIA and complimentary WiFi.

What is Your Desire? – The exclusive program offers a unique lifestyle experience tailored to your preferences. A dedicated Manager of Desires will customize your experience before your arrival, including making sure that a favorite beverage or snack is waiting in your room with our compliments. During your stay, your Manager of Desires can help you make the most of New York City, assisting with dinner reservations, theater tickets and more! Program members enjoy Members-only offers and promotions. www.hotelmeladesires.com.

Mela Suite – 325 square feet of space, one bedroom suite with one queen size bed and separate living area with sofa bed. Suite includes H2O amenities, 26” flat-screen LCD-television, CD/alarm clocks with MP3 connection and 2-line phones, HSIA and complimentary WiFi.

Saju Restaurant:

Hotel Mela announces the opening of Saju, an eclectic culinary experience featuring exotic “haute Vietnamese cuisine” in an enchanting and sophisticated atmosphere. The restaurant, which seats 110 guests, also features a full-service bar offering several signature cocktails created with unique flavors such as ginger and lemongrass. Saju’s menu includes enticing delicacies created by Executive Chef Thao Nguyen from the finest in fresh ingredients in a warm, seductive setting. In addition to the cutting edge cuisine, Saju’s philosophy and service represent the welcoming

custom of Vietnamese culture.

Meeting Space: Boardroom – accommodating up to 12 executive style
Penthouse Suite - accommodating up to 25 for cocktail reception

Guest Services: Guest services:

- Fitness studio
- Concierge services
- Same-day dry cleaning and laundry service
- Valet parking and self parking
- “Your Desires” Guest Program
- 24 hour room service

Attractions: **New York City attractions within the vicinity of Hotel Mela:**

Times Square - Theater District - Known as the “Crossroads of the World,” Times Square is the perennial attraction for visitors to New York City. Along Broadway, there are numerous tourist shops, restaurants and cafes. Times Square is the center of the Theater District and attracts a large number of visitors each year. This 10 block strip of Manhattan (from 53rd to 42nd streets, between 6th and 8th Avenues) is called the Great White Way with over 40 theaters.

Radio City Music Hall - America's most popular entertainers have thrilled audiences at Radio City Music Hall since its doors opened December 27, 1932. Frank Sinatra, Ella Fitzgerald, Sammy Davis Jr. and Tony Bennett to mention only a few of the celebrities and luminaries to grace the Great Stage.

Rockefeller Center – Just off Sixth Avenue at 50th Street and extending to fashionable Fifth Avenue is historic Rockefeller Center. A combination of landmark buildings, entertainment complexes, shops and fine dining, the center is the most recognizable of New York City landmarks. It is home the Promenade and Gardens and the famed Rockefeller Christmas tree in winter. A few steps away from the Promenade and Gardens are the popular Today Show window and Radio City Music Hall. Other architectural landmarks include the Associated Press Building completed in 1937 and the GE Building home to General Electric and NBC.

Central Park – Designed in 1858 by Frederick Law Olmsted and Calvert Vaux, Central Park is a wooded urban oasis that has become New York City’s backyard. The 843-acre park covers six percent of Manhattan and has more than 26,000 trees, 58 miles of scenic paths, and nearly 9,000 benches.

Empire State Building - The famed 103-story Empire State Building located on Fifth Avenue at 34th Street and opened in 1930, was once the tallest building in the world. Its 86th-floor observatory offers unequalled, 360-degree views of the city.

Grand Central Terminal – Originally built in 1913 as the principal station for transcontinental rail travel, today this Beaux-Arts masterpiece serves as a thoroughfare for Metro North commuters as well as New York City’s subway riders. Its main concourse, the world’s largest, is crowned by a spectacular, recently restored vaulted ceiling painted to resemble the night sky, with gilded stars and constellations.

Macy’s Department Store – Considered the largest department store in the world, Macy’s offers variety merchandise ranging from fashion, jewelry, gifts and more. The store offers various in store events during holiday season and is known the world over for its holiday window displays.

Chrysler Building – One of the city’s finest examples of 1930s Deco-design, the building has 77 floors, an ornate stainless steel spire, automobile-inspired architectural details (including radiator-cap gargoyles) and an elegant lobby. The building houses hundreds of business.

New York Public Library - Two marble lions, “Patience” and “Fortitude,” mark the entrance to this gem of Beaux-Arts architecture building located on Fifth Avenue at 42nd street. The library is a National Historic Landmark and was founded by John Jacob Astor and James Lenox in 1911. Today, it contains one of the world’s greatest collections of books, with more than six million volumes.

Bryant Park - More recently known as the site of the annual Fashion Week, this recently restored, eight-acre public park behind the main branch of the New York Public Library is a New York City Scenic Landmark. Visitors stroll shaded promenades, stretch out with a picnic lunch, enjoy the colorful displays of its perennial gardens, dine at one of several restaurants and cafes, and ride a delightful, new carousel fashioned in the French classical style.

Executive Team:

David Lopez
General Manager

Felipe Klautau
Director of Sales and Marketing

Architect

Nobutaka Ashihara & Associations

Designer

Wilson & Associates

Owning Company:

O&O Properties

Managing Company:

Mela Hotel Mela is managed by Desires Hotels, the boutique division of Tecton Hospitality, a full-service hotel management company based in

Miami, Florida. 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. The Desires portfolio currently includes the award-winning 84-room San Juan Water & Beach Club Hotel in San Juan, Puerto Rico, 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 or www.desireshotels.com.