



FOR IMMEDIATE RELEASE

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**HOTEL MELA TO OFFER PODCASTS OF GRAND OPENING UPDATES,
OFFERS AND UPCOMING EVENTS IN AND AROUND NEW YORK CITY**

*-- New hotel's Podcast is made available through signature guest services program - 'Your Desires'
and will include personalized services along with online guests' profiles --*

NEW YORK, NY – The 230-room Hotel Mela, which combines the rich history of New York with the style, sophistication and convenience of modern day living, has added Podcasting to keep its guests up-to-date on the grand opening, amenities and services, as well as what's hot, what's new and what they absolutely cannot miss while visiting New York City. Podcasting is part of Hotel Mela's signature *Your Desires* program, a highly personalized service that includes online guest profiles that can be completed on the hotel's website listing preferences such as favorite beverages, snacks, and music. The hotel's 'Manager of Desires' uses this information to ensure each guest's stay is personalized before they arrive at the hotel and throughout their stay.

In preparation of its much-anticipated grand opening the fourth quarter 2006, hotel management has incorporated Podcast technology into a grand opening campaign designed to keep guests informed of various stages of the new project. Guests will be able to view public spaces, guestrooms on the website and obtain information on availability and upcoming events via the Podcasts.

Highlighting the *Your Desires* program are Podcast programs available for downloading by hotel guests that feature hotel information as well as the latest news on cultural events and entertainment happenings in the city during their visit. Podcasts which have gained popularity the past few years, offer easy access to the latest news on sports, comedy, movies, food, politics, music, books and much more. Hotel Mela's Podcasts will be posted on the hotels' website for guests to download on their computer, MP3 player, or personal digital assistant device at any time.

- More -

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Guests can also subscribe to the podcasts, with new shows automatically downloaded to their computer as they are published and can be synced with a MP3 player for listening on the go. “Podcasts allow us to communicate with the traveling public in a manner that is familiar to them,” said Doug Carrillo, vice president of sales and marketing for Tecton Hospitality and Desires Hotels. “This program allows travelers to coordinate travel and social itineraries in an efficient manner.”

Hotel Mela, when translated means ‘apple’ in Italian, is the first venture in New York City for Desires Hotel, the boutique division of Tecton Hospitality. Revolutionary in concept and design, the hotel’s overall philosophy is to deliver guest service based upon the guests’ desires and to far exceed their expectations. *Your Desires* at Hotel Mela will center on the diverse and culturally rich New York marketplace bringing to hotel guests the very best the city has to offer along with comfort and personal requests.

Hotel Mela combines the rich culture and history of New York with the high style and fine art of Italian living in a hotel that detracts from the sleek hip boutiques that have emerged in recent years. The hotel’s classical architectural design is filled with accents that pay homage to the elegance of old New York through carefully selected New York theme artwork and set against a backdrop of highly stylized contemporary design. Guestrooms and suites will be furnished in rich decadent fabrics with interesting architectural accents and touches along with smart technology and electronic equipment for guests’ comfort. An expansive penthouse will be 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. Hotel Mela will also offer an intimate state-of-the-art fitness facility and signature restaurant to be named in the near future.

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For more information contact us at 1-800-452-6352 or to download information onto your iPod visit our website at www.hotelmela.com

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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 93 room Sagamore 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.

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EDITORS’ NOTE:

High-resolution color renderings are available upon request. For media previews please contact Trica Jean-Baptiste.