



FOR IMMEDIATE RELEASE
August 17, 2006

Contact: Trica Jean-Baptiste
(212) 941-3988
trica@tricapr.com

NEW YORK'S HOTEL MELA TO UNVEIL NEW CONCEPT IN GUESTROOMS - 'AT HOME SOPHISTICATION' WHEN IT DEBUTS OCTOBER 2006

--Guestrooms' focus on luxury, comfort, style and accents in a décor that signals the departure from boutique hotel design --

NEW YORK, NY -- 'At Home Sophistication' will be the concept for the new 230-room Hotel Mela when it opens October 2006. Hotel Mela defines 'At Home Sophistication' as the little touches and accents that provide the ultimate in comfort, style, luxury and familiarity of home. Items such as specialty pillows, throws, fine bedding and spa amenities provide all the comforts of home and create an inviting setting in which to relax.

'At Home Sophistication' begins upon entering the lobby which functions both as a reception area and gathering place for guests. White faux leather banquettes and red mohair sofas accentuated by overstuffed pillows situated in the center of the lobby provides an atmosphere of comfort, sophistication and warmth. The black trimmed marble flooring against Venetian plaster walls support retro yet modern seating, providing an eclectic feel that is both stylish and comfortable. Chandelier lighting of glass beads encased in handmade red Duboni silk lampshades create an orange glow that compliments the eclectic seating and creates an atmosphere that is sophisticated and chic.

Luxury and comfort are evident in the specialty pillow-topped mattresses, 400-thread count sheets, sumptuous 310-thread count Egyptian cotton duvet covers and plush pillows in all of the guestrooms and suites. This opulence carries through to the accessories and special touches such as lush chenille throws, neck pillows and fabric covered bed benches that transcend the typical guestroom to create a chic residential bedroom. Complimenting the decadent soft goods are custom-designed furnishings in rich mahogany and window treatments and carpeting in vibrant shades of greens and browns. Other accents include mohair covered sitting chairs and overstuffed pillows ideal for lounging.

- More -

For late night reading dual reading lamps are strategically positioned on the handsome wood headboard.

In keeping with the ‘At Home Sophistication’ concept the hotel offers in its guestrooms smart technology, electronic equipment and home office amenities commonly found in most private residences. Smart technology and home office amenities includes flat screen LCD televisions, CD alarm and MP3 player, cordless phones with dedicated lines, ergonomic seating and desks designed for comfort and productivity.

Among the many services Hotel Mela will offer is the complimentary intimate state-of-the-art fitness facility. A signature full-service restaurant will be unveiled first quarter 2007.

Hotel Mela’s interior design was created by the award-winning Wilson Associates in New York. “Hotel Mela’s philosophy is to offer the guest an experience they will never forget along with the utmost comfort. The goal is to provide a space in which our guests can unwind and relax as they would at home. We want them to feel as though they are at home and not in a hotel room. Our ‘At Home Sophistication’ services accomplish that goal,” said David Lopez, general manager.

Hotel Mela celebrates the sophistication of New York and the high-style and fine art of Italian living. In fact, the name Mela when translated means “Apple”. The name Hotel “Mela” honors the significant role Italian culture has played in New York City’s history. New York’s influence is apparent throughout the public spaces and includes hand-selected artwork of landmark buildings and historic districts. The hotel is situated on “Hotel and University Club Row” West 44th Street and is within walking distance to Times Square, Broadway and other city landmarks and entertainment district.

* * * *

**For more information visit the website at www.hotelmela.com or contact us at 1-877-452-6352.
Rates range from \$509 to \$959 per room, per night fall season 2006.**

* * * *

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.

###

EDITORS’ NOTE:

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