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**HOTEL MELA DEBUTS EAST OF BROADWAY WITH COOL WEB SITE AND INTRODUCTORY  
RATE OFFER**

*-- Stylish, eclectic hotel offers 15 percent off best available rates through October 20, 2006 ---*

**NEW YORK, NY** – ‘At Home Sophistication’, stylish and eclectic will be the concept and décor of the 230-room Hotel Mela when it debuts on New York’s hotel and university club row – West 44<sup>th</sup> Street in October 2006. In preparation of its opening, the hotel has launched a Web site celebrating the vibrant style and energy of New York. Additionally, Hotel Mela has begun pre-opening activities with an unbeatable offer of 15 percent off its best available rates. Reservations must be made between now and October 20, 2006 for hotel stays through 2007. The offer is based upon availability and exclusive of tax and subject to change. To purchase log onto [www.hotelmela.com](http://www.hotelmela.com).

The new Web site designed and programmed by Open Ocean Creative, a Chicago-based graphic design firm offers a fresh and visually exciting view of New York. The site features a brilliant flash introduction leading to images of the hotel, live weather conditions, Podcasting, neighborhood photos and general information about the city. Additionally, travelers will find the Web site easy to navigate providing timely rate information and availability. Taking the end user into consideration the Webmaster designed a hassle-free reservations page that provides prompt service and timely confirmation. Some of the highlights of the site include the ability to view upcoming cultural events, browse through the floor plans of various room types and plan desired activities prior to a trip through the use of the Podcast module. The latest hotel information can be downloaded to iPods for future usage.

“Our goal is enable the traveler to gather as much information about the hotel and availability and reserve the dates they desire within seconds,” said David Lopez, general manager.

Hotel Mela’s interior design was created by the award-winning Wilson Associates in New York. 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.

'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 produces 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.

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.

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

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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](http://www.tectonhospitality.com) or [www.desireshotels.com](http://www.desireshotels.com).

**EDITORS' NOTE:**

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

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