



FOR IMMEDIATE RELEASE
December 22, 2006

Contact:

Ana Longenderfer
(212) 941-3984
ana@tricapr.com

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

**NEW YORK'S HOTEL MELA CELEBRATES JANUARY 8TH OPENING WITH \$239
INTRODUCTORY RATE**

*--New luxury hotel brings unparalleled comfort, style and personalized service to New York City's Hotel
& University Club Row --*

NEW YORK, NY -- Tecton Hospitality Group and O&O Partners are opening their first New York venture, Hotel Mela, on January 8, 2006. In honor of its grand opening, the 230-room hotel is offering its first guests an introductory rate of \$239 per night in a Superior guest room from January 8th through the month of February*. Hotel Mela will be the first new construction to be erected on what is considered "Hotel and University Club Row" in over 20 years, and combines the rich culture and history of New York with the high style and fine art of Italian living.

Hotel Mela emphasizes a unique approach to hospitality with their exclusive 'At Home Sophistication' design concept. Defined as "the little touches and accents that provide the ultimate in comfort, style, luxury and familiarity of home", the concept of 'At Home Sophistication' is apparent from the many specialty items, including lush pillow-topped mattresses, Egyptian combed cotton sheets, sumptuous 310-thread count Egyptian cotton duvet covers and plush pillows in all of the guestrooms and suites.

With a revolutionary approach to concept and design, the hotel's overall philosophy is to deliver service based upon the guests' desires which far exceed their expectations. Tecton Hospitality has created *Your Desires*, a signature program that supports this concept and is offered at designated hotels within the Desires Boutique Division. Hotel Mela's *Your Desires* program 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

HOTEL MELA OPENING/page 2

and personal requests. Highlighting the *Your Desires* program is a POD-cast program available for downloading by guests and featuring hotel information as well as the latest news on cultural events and entertainment happenings in the city during their visit.

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 that feature a collection of hand-selected artwork of landmark buildings and historic districts. The hotel is situated on West 44th Street and is within walking distance to Times Square, Broadway and other city landmarks and entertainment district.

* * *

**Introductory rates based on availability excluding February 2nd through 11th, 2007.*

For more information visit the website at www.hotelmela.com or contact us at 1-877-452-6352.

Special rates starting from \$259 per room, per night winter season 2007.

* * * *

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.