



THE IRON HORSE

HOTEL™

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The Iron Horse Hotel™ Welcomes Dogs of all Sizes

MILWAUKEE, WI (September 2008) – Whether yours is a pint-size pooch or a big cuddly canine, The Iron Horse Hotel's dog-friendly policy welcomes all sizes. The hotel that was designed for guests arriving on two wheels or four also invites guests with two legs or four.

The Iron Horse Hotel is the industry's first modern luxury boutique hotel geared toward business travelers and the growing segment of motorcycle enthusiasts. The Milwaukee hotel offers a blend of upscale business services and premium leisure accommodations – including those for man's best friend.

Of the 62 million dog owners in the United States, almost 30 million travel with their pets. According to a recent survey conducted by BringYourPet.com, 47% of respondents say they travel with dogs over 40 pounds.

The Iron Horse Hotel "Big Dog" Package includes:

- Custom Deluxe guest room
- Oversize in-room pet pillows
- Food and water bowls
- Check-in "doggie bag" complete with "H2O to Go" bottle and doggie toys
- Dog-bakery snacks from a local pet boutique and bakery
- "Big Dog" room service menu
- Temporary "dog" tags with hotel contact information
- Dog walking maps, a list of dog-friendly parks and outdoor dining
- Pre-arranged dog-sitting services, shampoo/grooming and canine massage available for an additional charge

To learn more about The Iron Horse Hotel and its dog accommodations, please visit www.theironhorsehotel.com or call 888-543-IRON.

The Iron Horse Hotel™ transforms an Industrial era 100-year old warehouse into a modern luxury boutique hotel. Located in downtown Milwaukee, just blocks from the Midwest Airlines Convention Center and steps from the new Harley-Davidson Museum, The Iron Horse Hotel is the first in the industry to appeal to both

sophisticated business travelers and the growing segment of motorcycle enthusiasts. The 102-room hotel—which includes two 1,000-square foot, two bedroom suites—offers complimentary wireless Internet, complete connectivity panels with iPod docking stations, 42" LG LCD flat-screen televisions, luxury linens, a fitness center and spa treatment rooms. Dining options include 24-hour room service, a full-service restaurant offering indoor and outdoor terrace dining and lobby lounge service. For the business traveler, The Iron Horse Hotel boasts on-demand business services as well as a 24-hour walk-up business kiosk; meeting, banquet and catering facilities; and valet parking. For the motorcycle enthusiast, The Iron Horse Hotel offers secured covered motorcycle parking, rag bins, an on-site bike wash, packed saddle bag lunches, road trip maps and in-room storage areas for boots, helmets and heavy riding leathers.

The Iron Horse Hotel is managed by Desires Hotels, a Miami-based hotel management company. From the neon lights on Ocean Drive in South Beach to the Harley-Davidson Museum in Milwaukee, from the Georgia Aquarium in Atlanta to the cobbled adoquine streets of Old San Juan, or right in the heart of Times Square, Desires Hotels is an unique collection of independently created modern boutique hotels. High in style, distinct and creative, each of these lifestyle hotels have one-of-a-kind architecture and interior design, allowing guests to expect just as much from their hotel as they do from their destination. Savvy travelers seeking a lifestyle-oriented experience will appreciate the "Your Desires" program that tailors a unique experience to every guest. Desires Hotels deliver unexpected amenities in stylish settings.

For more information about Desires Hotels and their locations, please visit www.desireshotels.com or call 866-593-4330.

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