



THE IRON HORSE

HOTEL™

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Desires Hotels™ Manages Property

Your Desires™ program expands to special services for motorcycle riders

MILWAUKEE, WI (September 2008) – The Iron Horse Hotel has selected Desires Hotels to manage its first property geared to reach business travelers and a growing segment of motorcycle enthusiasts. The Miami-based division of Tecton Hospitality was chosen for its outstanding track record with independently branded modern boutique hotels.

The Iron Horse Hotel is Desires Hotels' first boutique property in the Midwest. Located in downtown Milwaukee just blocks away from the Midwest Airlines Convention Center and the new Harley-Davidson Museum, the 102-room hotel features stunning interiors that preserve the historic six-story building's character and modern amenities demanded by today's savvy business traveler.

Meeting rooms, a full-service restaurant and bar, and large fitness center appeal to business travelers. Secure covered motorcycle parking, check-in carts for saddle bag contents and in-room storage for riding gear speak to the motorcycle rider. Meanwhile loft-style rooms with LCD flat screen TVs, pillow top mattresses and well-appointed bathrooms with full-tile walk-in showers cater to discriminating guests of all kinds.

"This property appeals to customers looking for one-of-a-kind architectural and interior design, personalized service and an experiential stay," said Raul Leal, president of Tecton Hospitality. "To reach The Iron Horse Hotel's diverse clientele, we're thrilled that Dixon Development looked to Desires Hotels for our understanding of this market segment and our ability to produce successful financial results."

"The concept for The Iron Horse Hotel is one of the most exciting we've come across," said Doug Carrillo, senior vice president of sales and marketing with Tecton Hospitality & Desires Hotels. "This hotel is at the forefront of a travel segment no one in the industry is addressing today, and we're thrilled to bring it to the marketplace."

The Iron Horse Hotel is located at 500 West Florida Street in Milwaukee. For more information, visit www.theironhorsehotel.com or call 888.543.IRON.

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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