



THE IRON HORSE

HOTEL™

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Desires Hotels™ Manages Property

Your Desires™ program expands to special services for motorcycle riders

MILWAUKEE, WI (May 2010) – The Iron Horse Hotel has selected Desires Hotels to manage its 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, rustic American restaurant Smyth and Branded 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 excited to bring it to the marketplace."

To learn more about The Iron Horse Hotel or to make a reservation, please visit www.theironhorsehotel.com or call 888-543-IRON.

Named to Condé Nast Traveler's 2009 Hot List, 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 100-room hotel 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 room service, full-service restaurant Smyth, high-energy lobby dining and upscale bar fare at Branded. 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 of Ocean Drive in South Beach to the Harley-Davidson Museum in Milwaukee, from the iconic Delmar Loop in St. Louis to the heart of Times Square, Desires Hotels is a 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. Coming soon in 2010 Desires Hotels will be opening Cassa Hotel and Residences in New York City, Hotel Zamora in St. Pete Beach, FL and The Charlee in Medellin, Colombia.

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

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