



THE IRON HORSE

HOTEL™

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Rooms at The Iron Horse Hotel Offer Respite from the Road

Five room types uniquely designed taking full advantage of 100-year-old building

MILWAUKEE, WI (May 2010) – Whether the road has made you weary from air travel or highway miles, a room at The Iron Horse Hotel promises a sumptuous bed and an equally grand shower. In contrast to today's prevalent minimalistic rooms, each of the five guest room types offers a warm and inviting décor, uniquely configured to take full advantage of the architectural features of this historic building.

Premium Lofts

These top-floor rooms take full advantage of the 100-year-old warehouse with their towering 12-foot, all-wood ceilings, exposed brick walls and beams, and stunning eyebrow windows overlooking the city.

Corner Alcove

These spacious corners guest rooms feature all the style and furnishings of a cool downtown condo. King beds, a sexy fluted glass shower and relaxing seating area with sofa, lounge chair and in-room dining all offer a home away from home.

Custom Deluxe

These oversize guest rooms are suite size by industry standards (approximately 450 square feet) and feature King or double Queen beds, large windows, exposed brick walls and wood timbers.

Urban Classic

These chic urban guest rooms combine functional space with sophisticated design, offering a generously scaled desk, large bar, comfy lounge seating and a huge well-lit bathroom.

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All Iron Horse Hotel guest rooms feature the following:

- King or double Queen beds with pillow-top mattresses
- Crisp white luxury linens and bedding
- Custom furnishings including a generously scaled desk and deep guest drawers
- Bar complete with Spoil-Me Basket and full-size, lavishly stocked Perlick® beverage refrigerators with 750ml wine bottles
- Original artwork
- 42" LG® LCD flat screen TV with on-demand movies, entertainment channels and music channels
- High-speed wireless and hard-wired Internet
- Universal connectivity panels to a 42" LG® LCD flat TV for operating and charging laptops, iPods®, mobile phones and PDAs
- Individually-controlled Central AC and Circulation Systems
- In-room safe
- Coffee maker
- Hair dryer, iron & ironing board

All bathrooms feature:

- Make-up level lighting
- Ample counter space
- Oversize, fully tiled walk-in showers with Kallista® One Raindome and Kohler® hand-held sprayer
- Bath and spa products by H2O
- Plush towels and roomy robes

Available by request:

- Handicapped rooms
- Connecting rooms/suites
- Whirlpool baths

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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