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YOTEL NEW YORK AND SURPRISE INDUSTRIES PRESENT 'ONLY IN NEW YORK'

Unique Urban Adventures - Starting This Summer

New York, NY (July 23, 2013) – New York City is home to some of the most diverse sights, events and attractions to be found anywhere in the world, and for travelers who prefer to experience rather than just observe, YOTEL New York announces a program that will put them in the heart of the action. Partnering with Surprise Industries, an innovative company that harnesses the science of surprise to let individuals and organizations explore the unknown, they have curated a series of unique adventures available exclusively through YOTEL New York.

Beginning July 22, 2013, YOTEL guests will be able to book an 'Only In New York' experience that Surprise Industries has created just for them. Groups of up to 24 individuals will embark on a two hour adventure providing a unique opportunity to appreciate New York City, offering an alternative for travelers who are looking for experiences outside of traditional tourist destinations and events.

As part of the launch season YOTEL will also be 'surprising' some randomly chosen guests to experience one of these curated surprises. Until the end of the summer, any customer booking direct with the hotel on yotel.com or yotelnewyork.com will have the opportunity to win an 'Only in New York' experience for two people.

"The YOTEL brand caters to the active and adventurous traveler," explains Jenn Williams, YOTEL New York's Marketing & PR Manager. "It's a perfect brand fit - our guests are looking for something different and exciting. Surprise Industries successfully creates experiences for those who are not afraid to try something new, and we could not be more excited to bring this unique opportunity to our guests."

YOTEL guests will be able to schedule an 'Only In New York' outing prior to or during their stay, and will know nothing more of what lies ahead other than a meeting point. The adventure may take them anywhere in the city, participating in an activity led by

passionate experts and ‘professionals in the unconventional’ who would be otherwise inaccessible to them.

“There is a growing trend of people who are becoming ‘experience collectors’; individuals who want to invest in experiences instead of tangible things,” explains Tania Luna, founder of Surprise Industries. “YOTEL, unlike traditional hotels, is very experiential. We knew it was the perfect brand to work with to bring the adventure we offer to individuals visiting Manhattan from all over the world.”

Guests can book their ‘Only In New York’ experience when they make their YOTEL reservation, or sign up anytime during their stay on the YOTEL website at www.yotelnewyork/onlyinnyc. Each adventure is \$65 per person and is only available to YOTEL guests.

About YOTEL

YOTEL was created by YO! founder Simon Woodroffe and YOTEL CEO Gerard Greene. Inspired by first class travel, they have translated the language of luxury airline travel and Japanese influence into a small but luxurious cabin. YOTEL’s first city centre location 2 blocks from Times Square at 10th Avenue and West 42nd Street features 669 stylish cabins. ‘Premium’ cabins come with convertible beds for saving space, monsoon showers, technowall with TV and MP3/iPOD connectivity, workstation and free super strength WiFi. For the ‘extra’ factor there are 19 ‘First’ cabins, some with private outdoor terraces and hot tubs and three 1,100 sqft VIP 2 cabin suites with 360 degree views, rotating king size beds and dining tables that convert to a billiard table! YOTEL New York is home to YOBOT, the world’s first robotic luggage concierge, and ‘FOUR’ with 20,000 sqft of flexible entertainment space to include ‘Dohyo’ restaurant, Club Lounge surrounded by private bookable cabins and DJ at the weekends, New York’s largest outdoor hotel terrace and Studiyo for meeting, cinema screening and parties. YOTEL New York received its LEED “Gold” Rating from the U.S. Green Building Council in 2012, signifying the hotel’s dedication to environmental initiatives. YOTEL currently operates three terminal airport properties at London Heathrow, London Gatwick and Amsterdam Schiphol and will be opening a 600 cabin property on Orchard Road, in the city centre of Singapore in 2018.

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