

Press inquiries:

Stash Hotel Rewards

Sarah Mann

Sarah.mann@stashrewards.com

206.818.2429

YOTEL New York at Times Square West

Louise O'Brien, DKC

Louise_obrien@dkcnews.com

212.981.5181

YOTEL New York Guests to Earn Stash Points Hospitality Innovators Join Hands/Robotic Arms

Palo Alto, CA and London, UK, May 12, 2011 – When YOTEL New York at Times Square West opens its doors in June, guests will not only experience a futuristic hotel design, they'll also earn points toward free nights. This innovative new hotel has partnered with Stash Hotel Rewards, the fastest-growing hotel loyalty program in the United States. The partnership brings together two companies known for using technology and imaginative solutions to make travel more convenient, rewarding and fun – in fact, both YOTEL and Stash were named “Innovations of the Year” in 2010 by Smith Travel Research, the world's foremost source for hotel performance trends.

“We are confident that YOTEL New York will be the kind of hotel that travelers will want to visit again and again,” said Gerard Greene, CEO of YOTEL. “It was therefore a key element of our opening plan to make sure that our customers get rewarded for their loyalty. We are thrilled to be able to offer our guests that kind of service through such an innovative program as Stash Hotel Rewards.”

Inspired by first-class airline travel, YOTEL New York boasts airline style check-in kiosks and YOBOT, the world's first in hotel robotic luggage handler. Guests can enjoy a series of transformable and flexible spaces on FOUR which include Mission Control, YOTEL's answer to a standard concierge desk; Club Lounge, with DJ booth, and individual Club Cabins for use by small groups; Dohyo, the only restaurant in New York with hydraulic tables that lower to transform into a performance area; Studiyo, flexible space for movie screening or morning yoga; and Terrace, the largest outdoor space of any hotel in New York.

YOTEL New York boasts 669 cabins, the majority of which are Premium Cabins with 170 sq. ft of well-appointed space designed for maximum efficiency, including a sofa that becomes a bed at a flick of a switch, a Techno Wall fitted with a 32" flat screen HD TV and iPOD or MP3 connection to allow for guests' personal playlists to play through the TV speakers, a workdesk with multiple power points and rejuvenating monsoon showers. YOTEL New York also has 19 First Class Cabins and three Two-Cabin VIP Suites, some with private outdoor terraces and hot tubs.

"A moving bed, a monsoon shower and a Techno Wall - finally, the Jetsons have a place to call home in New York City," said Jeff Low, CEO of Stash Hotel Rewards. "I can't wait to check-in and hand my suitcase to the YOBOT or to speak to the concierge at Mission Control. It's fun, and it's upscale, and there's nothing else like it. We think Stash members will love YOTEL."

To earn points toward free nights at YOTEL, travelers can join Stash for free at www.stashrewards.com. Points are earned immediately at any of the 146 hotels that participate in the program, and never expire. Redemption is simple, and black-out dates don't exist. Stash partner hotels also provide members with exclusive travel deals.

###

About YOTEL

YOTEL was created by Simon Woodroffe and YOTEL CEO Gerard Greene. The idea was conceived by Simon after he was upgraded to first class on a flight. He decided to translate the language of luxury airline travel and Japanese capsule hotels into a small but luxurious cabin. Gerard Greene evolved that idea into reality with YOTEL.

YOTEL launched as a revolutionary hotel concept in the summer of 2007, with its first location inside London's Gatwick South terminal. In December 2007, the brand opened its second airport location inside London's Heathrow Airport Terminal 4, followed by its third location in the airside transit area at Schiphol Airport, Amsterdam in September of 2008. The YOTEL airport product is bookable by the hour, 24hrs a day, perfect for customers to refresh and relax during a long transit, delay or to get a decent nights sleep before an early flight. Having successfully implemented the brand in UK and European airport locations, YOTEL is looking to expand further. Key international locations are in

the pipeline. YOTEL can use space better than any other hotel, up to 50% more rooms.

Supported by IFA Hotels and Resorts, YOTEL's CEO, Gerard Greene, leads an experienced executive team bringing together expertise from the hotel, travel and leisure industries across the private and public sectors.

www.yotel.com /twitter: @YOTELHQ

About Stash Hotel Rewards

Stash Hotel Rewards frees travelers from the uninspired offerings of existing hotel reward programs by making it as easy to earn free nights at an amazing hotel as it is at a so-so one. Members earn 5 points per dollar spent on their hotel room, resulting in a free night in a little as 5 typical stays. And Stash points can be redeemed without blackout dates, point expirations or annoying category restrictions found in many chain programs. The distinctive hotels that are part of Stash include some of the best spas in Napa, world-class resorts in Florida, and boutique gems in New York, Seattle and Los Angeles. Many Stash partner hotels appear on the "Best Hotels" lists of the leading travel publications and receive some of the highest recommend ratings on top travel sites. Travelers can easily sign up for a free account at www.stashrewards.com.