



Meet The New Adoba Eco Hotel & Suites Brand Design Not All Green Hotel Designs Are Created Equal

Denver, April 22, 2010: The launch of the new Adoba Eco Hotel & Suites Brand design on the anniversary of Earth Day 2010, underscores this new, innovative brand concept's commitment to environmental awareness and social responsibility.

The Adoba Eco Hotel & Suites Brand design has taken a proactive approach to environmentally responsible architecture and intends that each new build will achieve Gold or Platinum LEEDS certification. The development philosophy is based upon the conviction and reality that sustainable business practices are necessary and provide viable long-term profitability when blended with optimum responsible operational systems, a modern day sales approach, superior guest service and a healthy and productive work environment.

Green from the ground-up, the Adoba brand design is purposeful, enduring and unquestionably eco-fabulous. It is a mid-tier, full-service, energy savings, independent hotel targeting the social, value-wise guest that is traveling with a modern *lifestyle* purpose. Adoba Eco Hotel & Suites has taken a mindful, holistic approach into balancing the environmental impact of travel with a rewarding, comfortable *lifestyle* guest experience. It's a new Green Scene, sophisticated yet unpretentious. Sustainable elements such as utilization of recycled materials, energy efficiencies advanced by the "Adoba Smart Solar Roofing" system, minimization of waste and pollution, waste water management, and purposeful upscale amenities demonstrate that new green construction is better for owner's bottom line.

The hotel plans include a fully functioning sustainable restaurant plan, Atmosphere Bar and Grill with the latest and most modern green concepts and techniques. This concept is a full complimentary breakfast design that turns into a savory open wood fired grill in the evening that will straightforwardly compete against "free standing" restaurants in any market place. The bar design offers a dimensional, open floor plan that exudes a combination of serenity and sultry style. A high styled culinary, chill pad serving wine and spirits.

The Adoba philosophy is evident the moment a guest arrives and observes the distinctive xeric landscaping and fully functioning "Adoba Smart Solar Roofing" system. Upon entering the hotel, guests are energized by the signature "Fountain of Energy" that incorporates the concepts of nature and begins the organic evolution of vivacity. The Fountain connects the energy of the interior and exterior of the building and evokes the juxtaposition of relaxation; it gives each guest a sense of "I have arrived and I can relax". Easy affordable luxury! A great example of how the Adoba Eco Hotel & Suites design is breaking the traditional hotel brick and mortar model; coupled with the elimination of the standard franchise fee burden to owners the Adoba Eco Hotel & Suites offers financial benefits that conventional hotel investments do not.

The brand's growth strategy is focused on top eco-driven priority markets and major cities like Denver, Tucson, San Francisco, Portland, DC, Houston, Midland/Odessa, and Seattle. Despite the economic downturn, the Adoba concept is gaining momentum with developers, owners and financial lending institutions.

For broader information about the Adoba Eco Hotel & Suites and Atmosphere Bar and Grill including architectural plans, renderings, room/suite layouts, and hotel facts visit <http://www.adobaecohotel.com>.

For information on investing or building opportunities, visit <http://www.atmospherehospitalitymanagement.com>.

About Atmosphere Hospitality Management

Denver-based Atmosphere Hospitality Management www.atmospherehospitalitymanagement.com is a progressive, innovative new hotel management company. Founded in 2009 by Agemini Hospitality LLC, Atmosphere Hospitality Management has experience managing all recognized national branded properties, restaurants and independent resorts. Atmosphere Hospitality Management has a significant head-start as the hotel management company synonymous with green hotel design, construction and sustainable profitable practices.

The company has positioned itself as a hotel management group of choice with hotel owners, developers and investors who want their assets green and protecting the planet. The philosophy, culture and operational expertise of Atmosphere Hospitality Management can accelerate an asset in the areas of RevPar performance, sustainability and long-term profits by applying their modern cutting edge principles and practices to any tier of hotel in any market dynamic. The company employs the latest cultural and educational training to accommodate today's mobile and intelligent workforce.

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