

THE RITTENHOUSE

FOR IMMEDIATE RELEASE

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THE RITTENHOUSE PREMIERS BRAND-NEW R FLOOR

Philadelphia's Finest Luxury Hotel Unveils new Rooms and Suites following announcements of new Retail and Restaurant

Philadelphia, PA – June 1, 2016 – **The Rittenhouse** is excited to announce their new Rittenhouse Floor. The R Floor boasts the ultimate in luxury accommodations, designed with the aesthetic of the renowned Park Suites. The hotel's R Floor has been completely redesigned with 15 beautifully-appointed urban sanctuaries, including 11 suites, with the look of modern luxury, feel of timeless elegance and breathtaking views of the iconic Rittenhouse Square from the hotel's highest vantage point.

Ranging from the 575 square foot Executive King room to the exceptional, eponymous Rittenhouse two-bedroom, 1,700 square foot suite – each room and suite on the R Floor offers tasteful yet contemporary furniture and décor, integrated technology, refined design with practical functionality, supreme comfort and all of the amenities and services expected from this world-class luxury hotel. With stunning limestone bathrooms, plush bedding and hand-crafted furniture – each room provides a true guest-in-residence experience. Each suite will also offer a beautifully-designed pantry and sweeping views of the iconic Rittenhouse Square park.

The R Floor comes two years after The Rittenhouse's spectacular Park Suite addition, further securing the Rittenhouse Square hotel as Philadelphia's premier urban retreat. Created by acclaimed interior designer Alexandra Champalimaud, the Park Suites' world-class design provided inspiration for the look and feel of the R Floor.

"Our new Rittenhouse Floor embodies our hotel's timeless elegance while embracing a modern, yet refined design," said general manager Reginald Archambault. "This aesthetic, combined with our world class amenities, personalized service and commanding views provided from the hotel's highest floor, will make these new rooms and suites the most well-appointed accommodations in Center City Philadelphia, if not the United States."

The R Floor redesign comes on the heels of two other exciting announcements from the property. First, came the revelation of Scarpetta Rittenhouse – The Rittenhouse's newest dining destination addition. LDV Hospitality is slated to open its signature modern Italian restaurant this fall. Scarpetta's bi-level space will be open for lunch and dinner, serving a menu of Scarpetta's signature dishes, as well as a selection of new menu items exclusively for their Philadelphia restaurant – which has sister locations in New York City, The Hamptons, Las Vegas, and Miami.

Another recent addition to The Rittenhouse's luxurious offerings includes the recently-opened Egan Rittenhouse – a specialty couture boutique and one-of-a-kind floral studio, which offers concierge shopping services for hotel guests and residents. Locally-celebrated designer Kate

Egan has curated a core collection of elegant accessories and gifts – ranging from custom Rittenhouse-branded luxury items to pieces from local and renowned designers – which will be accompanied by an ever-changing selection of new and seasonal items.

Both Egan and Scarpetta are ideal additions to complement The Rittenhouse’s other superior outlets, including Lacroix, the Library Bar and The Rittenhouse Spa & Club – Hair by Paul Labrecque.

"The Rittenhouse is a Philadelphia icon," said Hersha Hospitality Trust CEO Jay H. Shah. "These exciting updates and additions will only add to this prestigious hotel's allure, securing its place as our city's premier, luxury lodging destination."

The Rittenhouse is located at 210 West Rittenhouse Square. For more information about the R Floor, expanded offerings and other promotions or additional information please visit rittenhousehotel.com.

ABOUT THE RITTENHOUSE

Located at 210 West Rittenhouse Square, The Rittenhouse is a 118 room, independent luxury hotel that has received the prestigious AAA Five Diamond award for 25 consecutive years. This distinguished landmark hotel is a member of Leading Hotels of the World and considered Philadelphia’s most desired address. Opened in 1989, The Rittenhouse is ideally situated on Philadelphia's famed Rittenhouse Square, within walking distance to the heart of the business district and premier shopping corridor. Additionally, the hotel affords easy access to the Philadelphia Convention Center and all of the City's numerous arts, cultural, dining and entertainment venues. For more information, visit rittenhousehotel.com.

ABOUT HHM

HHM, formerly known as Hersha Hospitality Management, operates 115 hotels across the United States. Headquartered in Philadelphia, PA, the company has a private investment platform and engages in hotel acquisitions, management, asset management, and receivership for full-service and select service in top 25 markets. HHM also operates 28 independent hotels ranging from The Rittenhouse Hotel, a AAA Five Diamond property in Philadelphia, to the Larkspur Landing hotels, all-suite extended stay properties in Northern California and the Pacific Northwest. Its highly experienced team partners with publicly traded companies, private equity firms, institutional real estate owners, and private investors. Additional information on HHM can be found at hhmhospitality.com.

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