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**FOR IMMEDIATE RELEASE**

**CHIC, UPSCALE BOUTIQUE HOTEL, THE INDEPENDENT,  
OPENS IN MIDTOWN VILLAGE PHILADELPHIA**  
*The Independent is the newest hotel to be launched as part of  
Hersha's Independent Hotel Collection*

Philadelphia, PA—(June, 2008) The Independent is an upscale 24-room boutique hotel opening at 1234 Locust Street in Center City, Philadelphia on June 20, 2008. The property, formerly owned and operated as The Inn at Locust, has undergone extensive renovations, unveiling a new and fully restored Georgian-Revival style building. The Independent is listed on the National Register for Historic Places.

Ideally located in Midtown Village, The Independent is adjacent to Avenue of the Arts, Philadelphia's vibrant performing arts district. The hotel is also only a few blocks from the Pennsylvania Convention Center, and steps away from all that the city has to offer in shopping, nightlife and entertainment. "We are delighted to enter Philadelphia in the highly underserved boutique hotel market. The performing arts, restaurants, and retail within a two-block radius rival those of gateway cities around the world," says Neil H. Shah, President and COO of Hersha Hospitality, "As a Center City, Philadelphia resident, it is tremendously satisfying to restore an added element of positive energy to such a great and creative neighborhood. We saw a diamond in the rough in this building, which we now invite business travelers and discerning tourists alike to rediscover as The Independent."

The Independent's design reflects a charming sophistication that is consistent with the building's architecture and the local area of Midtown Village. Interior Designer, Robert Moskowitz of Rittenhouse Interior Design Group, has redefined the four-story building's interior, bringing a chic-refined aesthetic to the warm and inviting hotel. The hotel's lobby is accented by a crystal chandelier and features a 30-foot by 8-foot, hand-painted work of art created by local muralist, Kim Senior. Senior is an accomplished Philadelphia artist whose mural and screen paintings can be seen around the city in both classical and contemporary styles. For The Independent, she has created a vibrant image of Philadelphia's Independence Hall, which spans three stories, rising from the hotel's lobby. Moskowitz's design paired with Senior's vivid *pièce de résistance* offers guests a tailored, soothing feel amidst a rich color palette.

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Oversized guest rooms range in size up to 470 square feet and are divided into ten standard rooms, twelve deluxe rooms, a gracious suite, and a residential duplex suite. Guest rooms feature hardwood floors with New Zealand Wool area rugs, custom window treatments, Robert Allen custom bedding, and the finest pillow-top mattresses available—Serta Presidential. Each room enjoys a variety of unique features such as fireplaces, exposed brick walls, cathedral ceilings, French windows, or loft bedrooms.

While each room is wonderfully distinct, all rooms are appointed with a 32'' flat panel HDTV, microwave oven, and refrigerator. The hotel provides guests with the convenience of complimentary wireless Internet, a business center equipped with two computers, a printer, scanner, and fax machine.

Lifestyle, hospitality, and pristine service are paramount in defining The Independent. A complimentary European breakfast is planned to be served daily in the hotel's fireside lounge. Moreover, The Independent plans to invite guests to enjoy a weekly complimentary happy hour with fine wines and cheeses.

The Independent joins Hersh's collection of upscale boutique hotels that include the Duane Street Hotel in Tribeca, New York, and NU Hotel in Brooklyn, New York. Each of these independent hotels makes vibrant and unique residential communities available to high-end travelers that seek a home-away-from home in a contemporary and elegant setting. For more information about The Independent, visit [www.theindependenthotel.com](http://www.theindependenthotel.com).

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