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THE RITTENHOUSE

SPA & CLUB - HAIR BY PAUL LABRECQUE

THE RITTENHOUSE SPA & CLUB – HAIR BY PAUL LABRECQUE OPENS ITS DOORS AT THE RITTENHOUSE IN PHILADELPHIA

Philadelphia's Largest Luxury Beauty & Wellness Destination is Now Open, Featuring Exclusive Treatments and Personalized Service

PHILADELPHIA (September 15, 2014) – The Rittenhouse, Philadelphia's iconic luxury hotel is delighted to announce that **The Rittenhouse Spa & Club – Hair by Paul Labrecque** is now open to the public. The highly anticipated spa, salon, health club and pool, is located on the third floor of the hotel, overlooking scenic Rittenhouse Square. Boasting nearly 15,000 square feet dedicated to beauty, health and wellness, the new urban resort will now offer an array of cutting edge treatments and personalized services, unparalleled in the Philadelphia region.

"We are excited to unveil the new spa, health club and salon, completing the overall revitalizations to the beloved Rittenhouse hotel," states General Manager Reg Archambault. "For over 25 years, The Rittenhouse has catered to the sophisticated, urban traveler, and these new enhancements now offer our loyal guests and surrounding neighbors an unmatched hospitality experience in the city. The region has been looking for a destination feature like this for years and it has finally arrived in Philadelphia, complete with the impeccable service and standards of The Rittenhouse."

This opening marks the culminating phase of the iconic hotel's multi-million dollar revitalization that Hersha Hospitality Trust implemented upon purchase in 2012. Additional hotel improvements include the addition of five spectacular Park Suites, redesigned event spaces, beautifully appointed guestrooms and lobby, and enhanced food and beverage offerings such as the exquisite Mary Cassatt Tea Salon and the iconic Library Bar.

The Rittenhouse Spa & Club – Hair by Paul Labrecque was designed by Philadelphia-based BLT Architects, best known for their work on the Cira Centre and The Union League. The inviting facility features a contemporary, residential design aesthetic, blending both modern and classical ethos.

The Rittenhouse Spa

The Rittenhouse Spa is a 3,000 square foot haven of ultimate relaxation that provides a quiet respite from bustling Rittenhouse Square. The design of the spa features a baroque palette with a modern voice, highlighting a blend of luxurious materials which create a seductive yet relaxing atmosphere. Made up of ten treatment rooms, the spa's most notable feature is the Spa Suite, a distinct retreat that can accommodate groups of up to eight, making it the perfect spot for couples and chic celebrations. The Rittenhouse Spa uses the finest luxury skincare products, and is the exclusive carrier of Natura Bissé and Tata Harper in Philadelphia.

The comprehensive treatment menu includes custom massages, facials and skin care, waxing and nail services, as well as a unique collection of packages curated for specific

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needs of brides, grooms, wedding parties, bachelorettes, corporate guests and event planners.

Visitors to the spa also receive exclusive access to The Rittenhouse Club's magnificent new locker rooms, sauna and steam rooms and the indoor swimming pool that leads to an expansive outdoor deck and lounge. Spa cuisine options from the award-winning kitchen of Lacroix, The Rittenhouse's Four Diamond restaurant, are available as well.

Guests will enjoy a variety of cutting edge skincare treatments using only 100% natural and non-toxic ingredients by acclaimed Natura Bissé and Tata Harper skincare lines. Menu highlights include the **Detox Facial**, a procedure that is perfect for travelers with congested skin, the facial uses a formula that penetrates the skin and releases pure Ox2cygen molecules into the epidermal layer, eliminating toxins and impurities. The Rittenhouse is also the only spa in Philadelphia to offer the highly-coveted **HydraFacial MD** treatment, a non-invasive, non-surgical resurfacing treatment combined with LED light therapy that immediately reduces the look of fine lines, wrinkles, uneven skin tone, acne, hyper-pigmentation and congested pores. The HydraFacial, previously only available to dermatologists, is a perfect way to get red carpet ready without any downtime.

The spa also features a variety of unique massage options ranging from a classic **Rittenhouse Massage**, using aromatherapy oils and relaxing massage techniques to **The Quartet Massage**, which features two therapists who simultaneously perform a choreographed rhythm and movement with their four hands, or the pre-natal **Mother-to-Be Massage**, paying special attention to the expectant mother's comfort.

Taking full-body pampering to a whole new level, the spa also offers exceptional body treatments that blend both science and nature. Guests may choose to indulge in the **Citrus Drench**, a Natura Bissé body treatment that drenches the skin with energizing ingredients to prevent premature aging and restore elasticity and hydration, or the **Ageless Body**, an exfoliating treatment from Tata Harper, using pink clay and grapefruit along with a full body massage.

Men will also luxuriate in a variety of innovative spa treatments ranging from basic **Hand & Foot Grooming** to more elaborate procedures like the **Black Diamond Exfoliation Facial**, using cultured black diamond dust combined with nutrient rich silver spheres and a special cleanser to exfoliate and remove dry, dead skin, leaving a clean, healthy and recharged complexion.

Paul Labrecque Salon

The Paul Labrecque Salon at The Rittenhouse, overlooking the treetops of scenic Rittenhouse Square, brings the coveted hair services and products from renowned Manhattan-based stylist and salon owner Paul Labrecque to Philadelphia. Recognized by *Vanity Fair* as one of the "Top 3 Stylists" in the country, Labrecque is a regular stylist at shows for New York Fashion Week and creator of his own innovative line of luxury hair care products.

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"I couldn't be more pleased to grow my brand outside of New York in partnership with The Rittenhouse. Its five-star reputation and renowned amenities really complement my approach to simple, sexy, sophisticated beauty," said Labrecque. "We can't wait to start pampering new clients!"

Overlooking Rittenhouse Square, the Salon spans more than 3,000 square feet and features ten styling chairs and services including haircuts, blow outs, updos, hair color, extensions, scalp therapy and world-renowned **Kevyn Aucoin** makeup application – all expertly executed by a talented team of fully-licensed professionals trained exclusively by Paul Labrecque.

The salon also features a two-chair private gentleman's Barber Shop and grooming area, specializing in classic grooming treatments with a modern touch. Paul Labrecque's signature services include the hour long **Indulgent Shave**, as well as haircuts, style, custom color, scalp treatments, facial trims, head shaves, straight-edge razor shaves, sports manicures and pedicures and brow services, using the innovative **Hommage** luxury men's grooming products. The barber shop also offers a variety of indulgences available for purchase such as selected scotch and fine cigars.

The salon area also features a private brow and lash studio and six manicure/pedicure stations offering indulgent nail care services from **Deborah Lippman**.

The salon's design was inspired by Alexander McQueen's wedding dress collection, using various shades of white and light for a relaxed and welcoming feel. Floor to ceiling mirrors, soft lights, and luxurious fixtures complement natural sunlight that pours into the room through ceiling skylights and a wall of windows overlooking the Rittenhouse Square treetops. The atmosphere of sophisticated calm is enhanced by select soft seating and custom millwork cabinetry where guests can enjoy fresh press juices and hors d'oeuvres between services.

The Rittenhouse Club

The Rittenhouse Club gives its members and hotel guests the luxuries of exclusive access to balance all of their fitness and wellness needs. Featuring a new fitness center, modern men's and women's locker rooms, each with a sauna and steam room, the club also offers an indoor heated pool leading to an expanded outdoor sundeck, perfect for an afternoon in the warmth of the sun. Club members and hotel guests also enjoy top-of-the-line linens, premium locker room amenities, luxury service attendants, complimentary bottled water and fresh fruit.

The fitness center features the very best in exercise equipment from Technogym, Stott Pilates Reformer, Peloton and RealRyder® indoor cycling bikes. The fitness center was designed to accommodate guests through a dedicated stretching and group studio space equipped with a ballet bar, which allows for regularly scheduled exercise classes such as Yoga, Club Barre, Water Fitness, Interval Training, Mat Pilates, Cardio Dance, Pure Body Sculpt, Vinyasa Yoga, The Core, Abdominal & Back Strengths and a variety of personal training options.

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The hotel is offering an exclusive number of Luxury Wellness Memberships at The Rittenhouse Spa & Club – Hair by Paul Labrecque. The limited number of memberships available creates an exceptional retreat that won't be compromised by overcrowding or distractions. Members can take advantage of regular access to the brand new fitness center and pool in the sprawling 5,000 square foot facility, unlimited fitness classes and exciting incentives such as 10% off all spa and salon services, an annual complimentary spa treatment and salon experience as well as personal training and fitness assessment session with an expert trainer, and discounts in the retail shop as well.

For the Brides and Grooms

Catering to exquisite weddings and events at The Rittenhouse and in the Philadelphia region, the salon and spa offers a customizable menu of expert wedding services. Specialty packages include wedding party essentials such as manicure/pedicures, express facials, brow shaping and hair and makeup. The spa and salon is also perfect for beauty and wellness-themed showers and bachelorette parties, offering personalized packages such as exclusive treatments in the private Spa Suite, in-room massages and personal fitness training.

Brides will enjoy the signature **Radiant Brides** package which includes bridal hair and makeup (including trial), French manicure/pedicure and a complimentary spa gift. Grooms and groomsmen can also be treated to a classic manicure, therapeutic massage, barber shaves and unique experiences like **The Polished Gent**, including a back sculpture massage, hand and foot grooming and hot shave.

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About The Rittenhouse

The Rittenhouse is an independent luxury hotel that has received the prestigious Five Diamond award for 24 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 Hersha Hospitality Trust

Hersha Hospitality Trust (HT) is a self-advised real estate investment trust in the hospitality sector, which owns and operates high quality upscale hotels in urban gateway markets. The Company's 52 hotels totaling 8,403 rooms are located in New York, Boston, Philadelphia, Washington, DC, Miami and select markets on the West Coast. The Company's shares are traded on The New York Stock Exchange-Euronext under the ticker 'HT'. For more information, visit hersha.com.

About Paul Labrecque

As the owner of four award-winning New York City-based salon & spas, a premium hair care collection, three private gentlemen's salon & barber shops and a thriving retail business, Paul Labrecque has become a renowned style-maker for a veritable "who's who" of movie and television stars, musicians, socialites and other celebrities. For more

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than 20 years, Paul has offered the best of the best to his savvy clientele who understand and appreciate attentive personalized service, sophisticated style and luxury products. Paul's best-in-the-business team of stylists is constantly in high demand for editorial shoots, runway shows and for house calls with their VIP clientele. For more information, visit paullabrecque.com.

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