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**For Immediate Release**

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## **HHM's Independent Collection Launches Two Additions and Maps a New Course for Destination Travel**

*Neighborhood collaborations make the getaway experience one to savor.*

**(Philadelphia – June 20, 2013)** – The Independent Collection, a growing collection of intimate lifestyle hotels managed by HHM, recently launched two new hotels, in Washington D.C. and in Boston, to give travelers even more opportunities to discover the cities they visit through the eyes of the neighborhood. The Graham Georgetown, Washington D.C., owned by Mast Capital, as well as The Boxer in downtown Boston, owned by Hersha Hospitality Trust, are now both official hotels in the Independent Collection.

The Graham, formerly Hotel Monticello, is topped with the only public rooftop lounge in Georgetown, called the Observatory, and classic décor featuring chromatic accents and cozy, modern furnishings. This 57-room hotel is a top spot in one of DC's most sought-after dining and shopping destinations.

With renovations just completed, Boston's newest boutique hotel, The Boxer, debuted downtown in the West End. The Boxer showcases the historical and cultural evolution of this eclectic neighborhood, and following a multi-million dollar renovation, the 80-room hotel has been completely transformed as a modern boutique with echoes of Boston in its design. The Boxer opens with a new restaurant, Finch, serving American fare with a modern New England twist and some ingeniously crafted cocktails.

"The Independent Collection has certainly been busy, launching two new unique hotels in these different neighborhoods, while creating a feel at both properties that clearly reflects the collection," said Naveen P. Kakarla, president and CEO of HHM. "As HHM continues to expand, our growing portfolio of independent properties helps to further enhance the diversification."

The launch of both properties coincides with the Independent Collection's new in-the-know websites, <http://independentcollection.com>. The recently relaunched sites showcase the select group of hotels that make up the Independent Collection, located in unique urban neighborhoods along the East Coast.

With curated Neighborhood Guides online and in-hand, hotel guests can navigate the streets of Manhattan, Tribeca, Brooklyn, Washington, D.C., Boston and Philadelphia to find hand-selected restaurants, entertainment venues, cultural events and shopping destinations. Whether visiting a city for the first time or returning to a favorite spot, The Independent Collection's Authentic Neighborhood Guides give guests the ability to savor what's unique about each city, location and culture. From ethnic cuisine to designer boutiques to modern architecture, the Guides highlight not-to-be-missed exploration.

More details await on [The Independent Life blog](#) where guests can search via interests for Food & Wine, Music, Sporting Life, Shopping & Style, Museums, Special Offers, and Green or go directly to Neighborhoods, such as D.C.'s Capitol Hill and NYC's Brooklyn, Midtown or Tribeca, as well as Boston and Downtown Philadelphia to find

the latest creative endeavors and interesting facts about each locale. A monthly calendar lists happenings by date and city.

Each hotel blends nostalgia with notability, such as the recently renovated Duane Street Hotel in Tribeca where rooms and new suites exude an understated elegance with a hip, fashionable black and white vibe. Its restaurant Mehtaphor offers dining delicacies by Chef Jehangir Mehta, Next Iron Chef contestant and owner of East Village's Graffiti restaurant. More sights, sounds and tastes are steps away in Soho, Little Italy, Chinatown and Nolita. In Midtown Manhattan, Hotel 373 Fifth Avenue, a European-style 70-room boutique hotel, is located practically next to the Empire State Building. Across the bridge in Brooklyn, the NU Hotel features a new lobby and café while neighborhood muralists have transformed several of the guestrooms upstairs.

Capitol Hill Hotel is another Washington, D.C. hotel in the Independent Collection that serves as the optimal place to stay in the nation's capital, with beautifully updated public spaces featuring rotating local art. Across the street from the Library of Congress, The Capitol Hill Hotel is just one block from the metro, and the closest hotel to the Capitol Building. Just a few hours away, The Independent Hotel in Philadelphia offers a stylish 24-room boutique hotel in the heart of the vibrant Midtown Village, where foodies, intellectuals and creative types converge.

Limited-time neighborhood specials solidify The Independent Collection websites' collaborative nature and offer even more to love about each hotel, such as the current 20 percent off at Pas De Deux salon for Duane Street Hotel guests. Right now, guests to the Capitol Hill Hotel can enjoy a complimentary starter and dessert at Equinox restaurant, while a stay at Philly's Independent Hotel includes 20 percent off at Tria, a local café specializing in delicious wine, cheese and beer.

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### **About The Independent Collection**

The Independent Collection is a growing collection of smaller, more intimate boutique lifestyle hotels located in truly unique neighborhoods of gateway cities across the U.S. The hotels of the Independent Collection are developed for the independently minded traveler and invite guests to experience a true spirit of the city.

<http://indepdentcollection.com>

### **About HHM**

HHM, formerly known as Hersha Hospitality Management, operates 115 hotels across the United States. It provides turnkey hotel management, asset management and receivership for properties with leading brand affiliations through Marriott, Hilton, Hyatt, Starwood, and Intercontinental Hotel Group. HHM also operates 14 independent hotels ranging from The Rittenhouse Hotel, a AAA Five Diamond property in Philadelphia, to the oceanfront Postcard Inn in the Florida Keys. Its highly experienced team is accustomed to serving as a fiduciary to publicly traded companies, joint ventures, institutional real estate owners and private investors. Additional information on HHM can be found at [hhmhospitality.com](http://hhmhospitality.com).