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INDULGE IN SALT & STRAW ICE CREAM IN-ROOM AT PROVENANCE HOTELS IN PORTLAND

September 17, 2012 – PORTLAND, Ore. – A pint of delicious ice cream and a warm, comfy bed are the stuff that dreams are made of and now, in the nation’s most culinary-obsessed city, the two top purveyors of each have come together to make travelers’ sweet dreams come true. Starting today, guests at Provenance Hotels’ glamorous Hotel deLuxe, chic Hotel Lucia and grand Governor Hotel just have to press a button on their guest room phone to have pints of Salt & Straw’s gourmet, hand-packed ice cream delivered right to their room.

Little more than a year old but already hailed by Oprah and inspiring lines around the block at two popular Portland locations, Salt & Straw has earned legions of fans among connoisseurs of all ages for its rich, delicious ice cream and innovative flavor combinations. With three luxurious locations in downtown Portland, Provenance Hotels are equally renowned for their sumptuous sleeps and well-curated, playful amenities. In a true marriage of two of life’s great treats, guests staying at Provenance Hotels in Portland can now skip the lines and indulge in Salt & Straw’s most sought-after flavors in the comfort of their hotel room.

With pints priced at \$12, Salt & Straw flavors available at Provenance Hotels include sea salt with a decadent caramel ribbon; honey balsamic strawberry with cracked pepper; almond brittle with salted chocolate ganache; pear with blue cheese; and coffee and bourbon.

Like all Salt & Straw ice cream, the pints served at Hotel deLuxe, Hotel Lucia and the Governor Hotel are made in small batches using natural Oregon cream with the highest possible 17% butterfat and incorporating minimal air to result in an exceptionally thick and creamy treat. The locally-sourced ingredients in Salt & Straw’s signature flavors read like a who’s who of the region’s top producers and include single origin Stumptown coffee, locally-distilled Burnside Bourbon, pears from Tuitt’s Brothers orchards, Rogue Creamery’s Crater Lake Blue Cheese, Oregon strawberries from Oregon Hill Farms, honey balsamic from Honey Ridge Farms and Fleur de Sel made in Guatemala and selected by Mark Bitterman at Portland’s favorite salt, chocolate and bitters shop, The Meadow.

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About Hotel deLuxe

Located at 729 SW 15th Avenue in downtown Portland, Ore., Hotel deLuxe – one of Conde Nast Traveler’s 2011 Reader’s Choice Top 200 US Hotels – offers glamorous accommodations that channel the Golden Age of Hollywood cinema just steps from the city’s best shopping, restaurants and night clubs. 130 guest rooms boast indulgent but essential amenities like locally-sourced Portland Roasting coffee and Smith Teas; Provenance Hotels’ signature Pillow, Spiritual and iPod menus; and a “Make It So” button on every hotel phone for the most whimsical desire or typical need. Hotel deLuxe can be found online at www.hoteldeluxe.com, www.facebook.com/hoteldeluxeportland and www.twitter.com/hotel_deluxe. Reservations are available online or by phone at 866-986-8085.

About Hotel Lucia

Centrally located at 400 SW Broadway in the heart of downtown Portland, Hotel Lucia – one of *Travel + Leisure's* 500 Best Hotels in the World for 2010 – offers an art-filled boutique setting amid the city's best shopping, restaurants and night clubs. This hotel offers 127 guest rooms and indulgent but essential amenities including Portland's own Portland Roasting coffee and Smith Teas; Provenance Hotels' signature Pillow, Spiritual and iPod menus; and a "Get it Now" button on every hotel phone for the most whimsical desire or typical need. The Hotel Lucia can be found online at www.hotellucia.com, www.facebook.com/hotelluciaportland, www.twitter.com/hotel_lucia. Reservations can be made online or by calling reached by calling 866-986-8086.

About Governor Hotel

Located in the heart of downtown Portland, Ore. at 614 SW 11th Avenue in downtown Portland, Ore., the AAA Four Diamond-rated Governor Hotel is listed on the National Register of Historic Places and offers grand accommodations and gracious service with easy access to the city's best shopping, restaurants and night clubs. 100 guest rooms boast indulgent but essential amenities like locally-sourced Portland Roasting coffee and Smith Teas and Provenance Hotels' signature Pillow, Spiritual and iPod menus. The Governor Hotel can be found online at www.governorhotel.com, www.facebook.com/governorhotel and www.twitter.com/governor_hotel. Reservations are available online or by phone at 888-246-5631.

About Provenance Hotels

Provenance Hotels are award-winning urban boutique hotels with a distinct and deeply integrated art story. They include Hotel deLuxe, Hotel Lucia and the Governor Hotel in Portland, Ore., Hotel Max in Seattle, Wash., Hotel Murano in Tacoma, Wash., and Hotel Preston in Nashville, Tenn. Provenance Hotels can be found online at www.provenancehotels.com.

About Salt & Straw Ice Cream

Salt & Straw Ice Cream is a farm-to-cone ice cream company that offers unique and gourmet flavors. Their ice cream is handmade in small batches using only all natural dairy and the best local, organic and sustainable ingredients from Oregon farmers and artisans, such as Rogue Creamery, Stumptown Coffee Roasters and Olympic Provisions charcuterie, as well as imported flavors from small hand-picked farms from around the world. The company started serving ice cream from a cart in May of 2011 and then moved to their first brick and mortar location on Aug. 12, 2011 at 2035 NE Alberta St. with an expanded ice cream flavor menu and new unique sundaes, inventive milkshakes and floats along with goods from local artisans. Their second location opened Apr. 27, 2012 at 838 NW 23rd Ave. and features a new, innovative, specialty coffee drink menu, fresh baked pastries and desserts in addition to the same great ice cream menu. Favorites, seasonal and pick your own five packs are available for online purchase and can be shipped anywhere in the United States. Find more information at www.saltandstraw.com or call the N.E. Alberta St. shop at 503-208-3867 or the NW 23rd Ave. shop at 971-271-8168. Follow us on <https://www.facebook.com/SaltandStraw> or <http://twitter.com/saltandstraw>.