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**HOTEL MAX AND SUB POP RECORDS PARTNER TO CREATE A
ROCK 'N ROLL ESCAPE IN DOWNTOWN SEATTLE**

June 10, 2013 – SEATTLE, Wash. – Hotel Max, downtown Seattle’s home away from home for musicians, art lovers and the creatively inclined, has partnered with the city’s most influential independent record label, Sub Pop Records, to upgrade all 19 guest rooms on the hotel’s 5th floor. Each room has been equipped with Sub Pop band posters, turntables, label-curated vinyl records, and Sub Pop music videos on the in-room televisions. Timed to coincide with Sub Pop’s 25th anniversary this summer, Hotel Max’s launch of this new permanent Sub Pop floor celebrates the label that broke the city’s signature sound in the 90’s and has since nurtured the diverse Pacific Northwest scene that keeps music-obsessed travelers flocking to Seattle.

The guest room corridors at Hotel Max all feature large-scale black and white images from different Seattle photographers. The hotel’s 5th floor is a natural home for this project as it showcases work by Charles Peterson, whose camera captured the raw passion and power of Seattle’s music scene in the late 80’s and 90’s and whose photographs helped define the early Sub Pop aesthetic on the label’s record covers for Nirvana and Mudhoney. Installation of the Sub Pop floor at Hotel Max extends the experience that begins with these corridor photos into the guest rooms by highlighting the evolution of Seattle’s most notorious record label and sharing current Sub Pop releases with guests of Hotel Max.

Each guest room on the Sub Pop floor now features framed poster art from bands on the label’s current catalog. The posters are accompanied by a museum-like card with a QR code that enables guests to use their smart phone to visit the label’s website and order posters and music online. With posters from artists like Mogwai, Iron and Wine, Wolf Parade, Fleet Foxes and more, guests can ‘sleep with’ and get to know a different band every time they visit Hotel Max.

All guest rooms on the Sub Pop floor have also been equipped with Crosley record players and a selection of vinyl records curated by Sub Pop for guests to play during their stay. The first installation includes records by The Shins, METZ, Father John Misty, Flight of the Conchords and more. Sub Pop will periodically update this in-room record collection with new releases, giving guests at Hotel Max a unique experience each time they visit.

Also new, guest room televisions on the Sub Pop floor and in all 163 rooms in the hotel now feature a Sub Pop TV channel available only in Hotel Max that broadcasts current and classic Sub Pop music videos pulled from the label’s archives. With favorites by artists like Band of Horses, Beach House and The Head and The Heart, it is a musical experience available nowhere else in the world.

Rooms are now available on the Sub Pop floor at Hotel Max and guests can book online at www.hotelmaxseattle.com. Room assignments are based on availability; blackout dates may apply.

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About Hotel Max

Located at 620 Stewart Street in downtown Seattle, just six blocks northeast of Pike’s Place Market, the 163-room Hotel Max is at once a urban escape and a nontraditional art gallery where modern design gracefully interplays with original works of art and photography to create a one-of-a-kind experience. Hotel Max offers indulgent but essential amenities like Provenance Hotels’ signature Pillow, Spiritual and iPod menus and a “You Got It” button on every hotel phone for the most whimsical desire or typical need. Hotel Max can be reached by calling 206-728-6299 or found online at www.hotelmaxseattle.com, www.facebook.com/hotelmaxseattle, www.twitter.com/hotel_max.

About Provenance Hotels

Provenance Hotels is an award-winning collection of urban boutique hotels with a distinct and deeply integrated art story and unique, welcoming amenities. It includes 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.