



21c Museum Hotel In Louisville, Kentucky

Announces it Will Sell Select Items Through Its Website

Unique gifts, locally-influenced products and branded merchandise will be immediately available, with more items to be added regularly

Louisville, KY, December 15, 2009 – 21c Museum Hotel, the country’s first-of-a-kind museum hotel, announced today that it will begin selling items through its website, 21cMuseumHotel.com. To begin this effort, a distinctive collection of products has been selected which enables consumers to take home the unique experience of 21c.

Founded on the idea that a contemporary art museum, a boutique hotel and an award-winning restaurant could converge in a single space, each item available in the online shop reflects this exceptional concept. Over the next several months, additional products will be added to the online shop and will cover a wide range of categories including accessories, gifts, personal care, office and stationary, books, home, children’s and jewelry.

The 21c brand has proven to have broad appeal. Having recently been named the # 1 hotel in the U.S. by the prestigious *Condé Nast Traveler* Reader’s Choice Awards, the online shop was developed to extend the reach of the 21c brand to all those who appreciate contemporary art and design. Hotel guests will be able to visit the site and purchase a memento of their stay, while those who have not yet visited, will be introduced to the one-of-a-kind experience of the Museum Hotel.

“One of the primary goals when starting 21c Museum Hotel was to make contemporary art part of everyday life, particularly that of living artists,” said Steve Wilson, co-founder of 21c Museum Hotel. “The addition of the online shop further extends this goal and we are very excited to make these wonderful products available to everyone. We look forward to adding more items to the shop over the next several months and anticipate that it will become a go-to shopping destination for people looking for that special gift or something intriguing and inspiring.”

The online shop’s assortment will reflect the message of current exhibitions, events and cultural activities taking place at 21c Museum Hotel, while also making some of the unique amenities of the hotel available. Some of the products available on the initial site launch include a ceramic rendition of the hotel’s famous red penguin, a custom portrait by Louisville artist Shayne Hull, Malin + Goetz personal care products, TCHO chocolate, fabric tissue box covers designed by artists at The Fabric Workshop and Museum, umbrellas endorsed by 21c’s bellmen, 21c-branded apparel and much more.

The Online Shop at 21c can be accessed via the 21c Museum Hotel website www.21cmuseumhotel.com/shop.

About 21c Museum Hotel & Online Shop

21c Museum Hotel in Louisville, KY is the first of its kind—a 90-room hotel dedicated to accessible luxuries, Southern-style hospitality and contemporary art from living artists, exhibited throughout its galleries and public space. Among the many upscale offerings: iPods with a wide variety of music for

guests' listening pleasure, award winning design and décor, poster art, 42" HDTV flat screen televisions, WiFi, 500 thread count Egyptian cotton sheets imported from Italy crowning the exquisite bedding, mint julep cups, gourmet coffee makers, mini-bar refrigerators, Malin + Goetz bath amenities, and nightly turn down service with TCHO chocolate. The hotel also offers an exercise facility with a steam room, sauna and spa services. And of course, Red Penguins.

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