



Kinseth Hospitality Companies

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NEWS RELEASE

KINSETH HOSPITALITY COMPANIES

Clarion Hotel Coming to Mason City, Iowa in August 2010!

FOR IMMEDIATE RELEASE

North Liberty, IA., June 21, 2010 – Kinseth Hospitality Corporation (KHC), an Iowa based hotel development and management company is excited to announce the Clarion hotel brand is coming to Mason City, Iowa! The Clarion brand is franchised by Choice Hotels International, Inc., one of the world's largest lodging franchisors. Clarion properties are an international group of full-service hotels that provide a quality of service, amenities and inviting atmosphere associated with finer hotels but at an affordable price.

Kinseth will invest over a half million dollars into converting their 132 room Holiday Inn to a Clarion hotel in August 2010. The two-story hotel currently offers a heated indoor pool, whirlpool, fitness center, game room, 24-hour business center, complimentary high-speed internet access, full service banquet and meeting facilities for up to 600 guests and on-site guest self-laundry.

The Clarion is scheduled to undergo many improvements including flat panel televisions in all guest rooms, furniture upgrades, granite additions to suites and guest vanities, executive-class guest room with refrigerator, microwave and additional amenities, and the implementation of Choice Privileges rewards program. The on-site River City Bar & Grill offers great dinner options and a new menu. Guest will enjoy a complimentary deluxe continental breakfast with most room packages. The hotel will offer a full breakfast menu in addition to the deluxe continental and, as always, kids eat free! Continue to watch for more improvements into the Fall.

When asked to expand on the conversion Kinseth Hospitality Vice President, Gary Kinseth said, "Holiday Inn has changed their business model in recent years to focus on multi-story developments. Clarion is our brand of choice for this hotel because of their distinguished loyalty program, full-service focus and strong corporate advertising program. We feel this is the perfect chance to meet and surpass our guest's business and leisure travel needs. We appreciate your dedicated patronage throughout the conversion!"

The hotel is located conveniently between Minneapolis and Des Moines at 2101 4th Street SW in Mason City. The new Clarion hotel will continue to offer the same great award-winning service and accommodations guests know and love. Hotel staff are pleased to join the Choice International family of hotels and know their guests will too. Visit www.clarionhotel.com for more information about Clarion hotels.

Kinseth Hospitality Corporation now owns and/or operates forty-seven hotels, and ten chain-affiliated restaurants, in ten Midwestern states. For more information regarding KHC please visit www.kinseth.com or call 319-626-5600. For more information about the Clarion conversion contact Kinseth Vice President, Gary Kinseth at 866-484-4620 or Hotel General Manager, Brandy Smith Branstad at 641-423-1640 Ext. 302.

**COMING
AUGUST 2010!**



THANKS FOR YOUR DEDICATED PATRONAGE THROUGHOUT THE YEARS!

We'll see you there.
CHOICE HOTELS INTERNATIONAL[®]