



NEWS RELEASE

KINSETH HOSPITALITY COMPANIES

Holiday Inn Bloomington Airport I-35 Undergoes Multi-Million Dollar Renovation for Brand Relaunch

FOR IMMEDIATE RELEASE

North Liberty, IA., September 22, 2009 – Kinseth Hospitality Companies announced the Holiday Inn Bloomington Airport I-35 has officially become one of the first Holiday Inn hotels in the Minneapolis area to undergo the Holiday Inn Brand Relaunch. The Holiday Inn logo was updated to reflect the hotel's new energetic atmosphere and dramatic physical changes have occurred as a result of the relaunch. The hotel now hosts modern décor, a Northwoods theme, superior amenities and higher levels of guest service, focusing on a unique guest experience.

General Manager, Bill Hickey boasts, "We've always had great service and now we have this wonderful facility. It is a powerful combination! We've been "knocked out" by the comments made by meeting planners as well as brides looking at our improvements."

The first thing guests notice is the new signature arrival, including improved signage, new outdoor lighting, landscaping and design features that create an energized "Warm Welcome" unique to the brand. A redesigned lobby and reception desk allow for an interactive and efficient check-in process, while customized music and scent selections engage guests in a complete sensory experience.

Updated common areas are all equipped with high-speed internet (WIFI). Lush greenery, mildly rugged stonework, and a soothing waterfall surround the indoor pool and whirlpool to create a serene atrium environment that guests refer to as "The Park." The on-site Green Mill Restaurant & Bar serves American cuisine featuring award winning pizza and wings.

Refreshed guest rooms include new signature comfort bedding with Serta® pillow top mattress, fresh, white duvets and pillows that come in a variety of comfort levels. The bathroom features a four function shower head that offers superior pressure while conserving water, along with enhanced amenities delivering an invigorating and up-to-date bath experience. Granite vanities and 100% ultra soft cotton linens add a touch of luxury to each guest's experience.

In an effort to advance green initiatives, compact fluorescent light bulbs, low flow shower heads, faucets and toilets are in all guest rooms. Guests are also asked to help contribute through the towel and linen re-use program and to turn off lights and televisions upon departing their room. Recycling containers are strategically placed throughout the hotel's public space and meeting rooms.

Since a differentiated lodging experience cannot be delivered through imagery and product alone, Holiday Inn is committed to providing the best-in-class service. As part of the relaunch, the hotel will initiate a new service culture – "Stay Real." The service culture will enhance staff behavior and skills to best serve guests, treating them as real people and consistently delivering the real, genuine service for which Holiday Inn is known.

The \$1 billion relaunch of the Holiday Inn brand will bring improved consistency and service levels, as well as a more contemporary brand image and identity, to over 3,200 hotels worldwide. The global relaunch was announced in October 2007 and is expected to be completed by the end of 2010.

Kinseth is a hospitality management company and ownership organization based in North Liberty, Iowa with a proven track record of developing and operating award-winning hotels, restaurants and meeting facilities. As a leader in the hospitality field, Kinseth Hospitality Companies owns and/or operates forty hotels and ten chain-affiliated restaurants in eight states, with brands such as Holiday Inn Express, Hampton Inn & Suites, and Courtyard by Marriott .

For more information regarding KHC please visit www.kinseth.com or call 319-626-5600.