



NEWS RELEASE

KINSETH HOSPITALITY COMPANIES

Clarion Inn University Plaza in Cedar Falls, Iowa Is Now Open!

FOR IMMEDIATE RELEASE

North Liberty, IA., January 1, 2011 – The Clarion Inn located at 5826 University Avenue in Cedar Falls, Iowa is now open! 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.

Formerly a Holiday Inn, the hotel underwent over a half million dollars in renovations to convert to a Clarion Inn including new tile throughout the Plaza, updates to all meeting space, flat panel televisions and new bedding and window treatments in all guest rooms, granite additions to suites and Business Center, executive-class guest room with refrigerator, microwave and additional amenities, and the implementation of Choice Privileges rewards program.

Owned and operated by Kinseth Hospitality Companies, the Cedar Falls Clarion Inn features 115 guest rooms and full service banquet and meeting facilities for up to 275 guests. The hotel offers a week night Manager's Reception, heated indoor and outdoor pools, whirlpool, fitness center, game room, free airport shuttle, and on-site guest self-laundry. The on-site Award-Winning River City Beefstro Bar & Grille will continue to offer hotel guests and local patrons a full breakfast and dinner menu and, as always, kids eat free!

Guest rooms feature free high speed hard wired and wireless internet access, complimentary coffee and tea, free weekday newspaper, curved shower rod, hair dryer, and flat screen televisions. Upgraded rooms offer additional features like kitchen facilities with microwave and refrigerator, sofa sleeper and whirlpool bathtub.

The Clarion Inn provides easy access to local points of interest like University of Northern Iowa (UNI), UNI Dome stadium, Gallagher Bluedorn Performing Arts Center, John Deere and ConAgra. Restaurants and shopping centers including College Square Mall, Applebee's, Famous Dave's, Texas Roadhouse, Old Chicago and Starbucks are within walking distance to the hotel.

The new Clarion Inn 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 be too. Contact the hotel at (319) 277-2230 or visit www.clarionhotel.com/hotel-cedar_falls-iowa-IA188 to book your next stay.

The hotel participates in Choice Privileges, the Choice Hotels rewards program where membership is free and offers points good towards free nights, airline miles, gift certificates and more while staying at Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge, Rodeway Inn or Ascend Collection properties. Additional corporate information may be found on the Choice Hotels International, Inc. Web site, which may be accessed at www.choicehotels.com.

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.

