



NEWS RELEASE

KINSETH HOSPITALITY COMPANIES

Quality Inn Hotel Opens In Sheboygan, Wisconsin!

FOR IMMEDIATE RELEASE

North Liberty, IA., July 17, 2011 – The Quality Inn hotel located at 4332 North 40th Street, Sheboygan, Wisconsin, is now open! Formerly a Comfort Inn, the hotel underwent many renovations to convert to a Quality Inn hotel, including updating the lobby and breakfast area as well as most public areas, including the parking lot. Guest rooms throughout the hotel are also scheduled to be completely renovated within the upcoming year.

The Quality brand is franchised by Choice Hotels International, Inc. (NYSE:CHH), one of the world's largest lodging franchisors. Known worldwide for superior hospitality, Quality brand hotels have served travelers for 60 years with a full range of services and amenities. Quality properties are mid-priced hotels that consistently provide guest essentials with friendly service in an accommodating environment.

Owned by Supertel Inc. of Norfolk, Nebraska and managed by Kinseth Hospitality Companies of North Liberty, Iowa, the Quality Inn hotel features 59 guest rooms. The hotel offers guests a free hot Q Corner Cafe Breakfast, featuring Belgian waffles, biscuits and gravy, hot egg, sausage or bacon, hard boiled eggs, French toast, a variety of cereals, muffins, bagels, pastries, fresh fruit yogurt. The hotel also features 24-hour lobby coffee and tea service, free high-speed Internet access, fax and copy service, complimentary newspaper, free local calls, and heated indoor pool and hot tub.

Guest rooms feature free in-room coffee, coffee maker, signature Quality Sleeper by Serta® mattress, refrigerator, iron, ironing board, and hair dryer. Upgraded rooms also feature microwave and whirlpool bathtub.

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 throughout the U.S. (including Hawaii), Canada, Europe, Mexico and the Caribbean and Australasia.

The hotel provides easy access to local points of interest including Maywood Environmental Park, Taylor Heights Mall, Lake Michigan, Indian Mound Park, Kohler Andrae State Park, Memorial Mall, Kettle Moraine State Forest and more!

The new Quality Inn Sheboygan will continue to offer the same great service and accommodations guests know and love. The hotel staff is excited to be a part of the Quality Inn conversion and know their guest's will be too. Call (920) 457-7724 to reserve your next stay.

Choice Hotels International, Inc. franchises more than 6,000 hotels, representing more than 485,000 rooms, in the United States and more than 35 other countries and territories. Additional corporate information may be found on the Choice Hotels International, Inc. Website, which may be accessed at www.choicehotels.com.

Kinseth Hospitality Companies now owns and/or operates ninety-two hotels and nine chain-affiliated restaurants in thirteen states. For more information regarding KHC please visit www.kinseth.com or call 319-626-5600.

