

KINSETH BREAKS GROUND ON TRU BY HILTON, IN CHEYENNE, WYOMING.

FOR IMMEDIATE RELEASE

North Liberty, IA., Wednesday, August 3, 2016

Kinseth Hospitality Company (KHC) is pleased to announce the breaking of ground at the construction site of the Tru by Hilton in Cheyenne Wyoming. The groundbreaking ceremony for the Tru by Hilton, located at 423 Fox Farm Road, took place on August 3, 2016. To kick-off the event City of Cheyenne Mayor Rick Kaysen, President and CEO of the Greater Cheyenne Chamber of Commerce; Dale Steenberg, Board Chair of Visit Cheyenne; Barry Sims, Gateway South Investor Tom Reiman and VP of Kinseth Hospitality; Gary Kinseth each shared their excitement for the project. Next partners Michele and Rich Bolkovatz, Kay and R.C. Reiman, Gary Kinseth, Tom Reiman, Pam and Wally Reiman, and Kim Andereck (not pictured), unveiled a 3D chalk painting of the hotel that will soon stand in the same location. The modern hotel will offer guest rooms and amenities for both leisure and business guests.

“Tru is a disruptive brand, as evidenced by its statement-making entrance to the midscale category and now the Cheyenne market,” said Alexandra Jaritz, Global Head for Tru by Hilton. “We know the brand will have broad appeal to by Cheyenne area travelers who span generations but share a similar ‘zest for life’ mindset. At its core, Tru is value-engineered to provide guests with a contemporary, consistent and fresh experience in an affordable way, while at the same time being operationally efficient to our owners.”

The 90 room, 4 story hotel is owned by Gateway South LLC, and will be managed by Kinseth Hospitality Companies. It is expected to be completed in late Spring 2016.

About Tru by Hilton

Tru by Hilton is a revolutionary midscale hotel brand providing a simplified and spirited approach that is grounded in value for business and leisure travelers. Disrupting the midscale hotel space, Tru by Hilton will offer modern and functional guest rooms and social connectivity with reimagined public spaces, including an open lobby comprised of four zones where guests can work, play, lounge and eat. Designed to appeal cross-generationally, guests will enjoy complimentary amenities including breakfast, coffee and tea; optional mobile check-in and Digital Key; a multifunctional fitness center; and high-speed Wi-Fi. Single-serve wine and beer, fun snacks and light meal options will be available for purchase at a 24/7 retail market. Tru by Hilton is the newest addition to Hilton Worldwide’s portfolio of market-leading brands. Learn more at www.trubyhilton.com.

About Kinseth Hospitality

Kinseth Hospitality is a leading hotel management, development and ownership company. KHC has a proven track record of developing and operating award-winning hotels, restaurant and meeting facilities. Kinseth Hospitality is based in North Liberty, Iowa, and currently operates over 65 hotels and 5 branded restaurants in 12 states.

For more information regarding KHC please contact our Corporate Sales and Marketing Team at 319-626-5600 or visit www.kinseth.com.