

KINSETH BREAKS GROUND ON TRU BY HILTON, IN CEDAR RAPIDS, IOWA.

FOR IMMEDIATE RELEASE

North Liberty, IA., Wednesday, September 14, 2016

Kinseth Hospitality Company (KHC) is pleased to announce the breaking of ground at the construction site of the Tru by Hilton in Cedar Rapids, Iowa. The groundbreaking ceremony for the Tru by Hilton, located at 3900 Westdale Parkway SW, took place on August 13, 2016. To kick-off the event Lisa Rowe of Westdale and Frew Development, Bruce Kinseth of Kinseth Hospitality, Susan Bachman of Hilton Worldwide, Cedar Rapids Mayor Ron Corbett, and John Frew of Frew Development shared their excitement about the edition of a Tru by Hilton hotel to the Westdale redevelopment project.

“Since day one our vision for Westdale has included a hotel,” says Lisa Rowe, “but we knew we needed the right brand and the right experts on our team for this venture, we were lucky enough to get the best of both with Kinseth Hospitality and Tru by Hilton. Frew Development, Kinseth Hospitality, along with Hilton Worldwide are very excited to celebrate the 9th groundbreaking for Tru by Hilton and the first in the Midwest.

The 82 room hotel, which will include a pool and a truly unique interior style, is owned by Frew Development, and will be managed by Kinseth Hospitality Companies. It is expected to be completed in Fall of 2017. The modern hotel will offer guest rooms and amenities for both leisure and business guests.

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.