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News Release

FOR IMMEDIATE RELEASE

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AmericInn® Ends Year with Great Development Results

Minneapolis, MN (January 23, 2012) – Led by a portfolio of hotels from The Summit Group based in Sioux Falls, SD and two new construction projects executed by Dave Harchanko and Truman Howell with the Apollo group, Northcott Hospitality announced today that the company has doubled the number of executed deals in 2011 over 2010, and has posted its best development cycle in 5 years. As the company looks to grow the chain through national expansion, the AmericInn brand continues to see strong demand in and around its stronghold Midwest states. “We will maintain our strategic development efforts on a national scale, however with our overwhelming Midwest dominance (AmericInn has 146 hotels in MN, IA and WI alone), we expect to continue to see our greatest strength in the central portion of the US,” said Ron Burgett, EVP of Northcott Hospitality, AmericInn’s parent company. AmericInn management noted that growing just to get bigger is not the company’s primary strategic focus, but rather to add high quality conversions with an enhanced emphasis on new construction. “This laser-like focus on quality properties limits the overall number of conversion candidates, but we are willing to take some short term sacrifices for long term brand stability and performance,” Burgett said.

About AmericInn

AmericInn® is a leading midscale lodging chain with over 260 locations currently open or under development in 24 states. The brand is dedicated to providing an exceptional lodging value for its guests by offering great rates and amenities such as free AmericInn Perk hot breakfast, free wireless high-speed Internet, swimming pools and Easy Rewards©. AmericInn is part of Northcott Hospitality, owner and developer of successful franchised hospitality brands for more than 50 years. For more information visit www.AmericInndream.com or call 1-866-220-7140.