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## News Release

### FOR IMMEDIATE RELEASE

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### **AmericInn Announces Key Property Acquisition In Indianapolis Market To Support National Growth Strategy**

**Minneapolis, MN. – October 14, 2010** – AmericInn, one of the nation’s leading mid-scale hotel companies, today announced the acquisition of a key hotel in northeast Indianapolis that represents an important step forward in the brand’s national expansion strategy. The property, currently branded as a Holiday Inn and located near the intersection of I-69 and E. 96<sup>th</sup> Street, will undergo an extensive renovation and be renamed the AmericInn Hotel & Suites Indianapolis - Northeast. (See photo images at this link: [AmericInn Indianapolis](#))

“We are pleased to acquire this hotel property and showcase the AmericInn brand in the vibrant northeast Indianapolis market,” said Paul Kirwin, president and CEO of Northcott Hospitality, the parent company of AmericInn. “The high visibility of this location enhances our brand presence in Indiana and supports our national growth strategy of adding premier properties in key markets,” he added. Kirwin said the property will be managed by Three Rivers Hospitality, LLC, the hotel property management arm of Northcott.

The 78-room hotel, located at 9780 North by Northeast Blvd. in Fisher's Indiana, will undergo an extensive renovation including all public areas and guestrooms. The guestroom renovation will include new bedding, carpeting and furniture plus the addition of new 32-inch flat screen televisions. Hallways will receive new carpeting and the renovation will also include the lobby and breakfast room which will feature a contemporary new bistro design.

Signature AmericInn services will be introduced into the property including the complimentary AmericInn Perk hot breakfast featuring fresh, hot waffles, cereals, fresh fruit and other breakfast favorites. The AmericInn Hotel & Suites Indianapolis - Northeast will also offer complimentary high speed wireless internet, business center, indoor pool, fitness center and guest laundry facility.

The property, located near the intersection of I-465 and I-69, is convenient to major businesses and recreational destinations including Roche Diagnostics, Sallie Mae, Freedom Mortgage, Marsh Headquarters, GMAC, Verizon Wireless Music Center, the Forum at Fisher's Ice Arena and Conner Prairie Settlement.

AmericInn, the largest midscale hotel brand in the upper Midwestern United States, is pursuing an ambitious national expansion strategy. The company has recently added five development offices around the country and is pursuing new franchise opportunities in several locations. "A central component of the AmericInn growth strategy is the acquisition or construction of premier properties in targeted markets that will establish the brand foundation for future growth," said Ron Burgett, executive vice president of development. "Investing our own resources in new property

development further demonstrates our strong determination to support our owners who have also invested in AmericInn,” he added.

**About AmericInn**

AmericInn® is a mid-scale lodging chain with over 250 locations currently open or under development in 22 states. The brand is dedicated to providing an exceptional lodging value for its guests by offering great rates and amenities such as complimentary AmericInn Perk hot breakfast, high-speed Internet, swimming pools, oversized rooms and “Easy Rewards by AmericInn” guest reward program. AmericInn is part of Northcott Hospitality, owner and developer of successful franchised hospitality brands for more than 50 years. For more information or reservations visit [www.AmericInn.com](http://www.AmericInn.com) or call 1-800-634-3444.