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News Release

FOR IMMEDIATE RELEASE

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AmericInn Hotels Celebrate July 4th Holiday With Announcement Of New National Discount For Military Personnel

Special System-Wide Military Rate Is Latest “AmericInn Cares” Initiative In Support Of America’s Troops and Military Personnel

Minneapolis, MN (June 29, 2011)– In celebration of the upcoming July 4th holiday, AmericInn hotels across the country today introduced a special discounted room rate for current and retired members of the U.S. military plus their dependents. The system-wide 10 per cent discount is the latest in a series of initiatives by AmericInn to support military personnel and their families.

“As America celebrates its most patriotic national holiday, we are pleased to introduce this special discount in appreciation for the service of military members and their families,” said Paul Kirwin, president and CEO of AmericInn. AmericInn is one of the nation’s leading mid-scale hotel companies with over 260 locations open or under development in 27 states.

The AmericInn military discount will be available beginning June 29 and continue indefinitely. Active duty and retired members of the military or dependents are asked to request the AmericInn Military Rate (rate code: **MIL**) when they make their reservation at a hotel, AmericInn.com or by calling the

toll free telephone number **1-800-634-3444**. A military I.D. is also required at check-in.

AmericInn has sponsored several previous initiatives to support members of the military as part of an overall “AmericInn Cares” commitment to caring, involvement and patriotism. At the company’s 2011 Annual Convention earlier this year AmericInn partnered with the national Blue Star Mothers organization to donate over 300 Personal Care Packages that were prepared and shipped overseas to active duty troops. In 2010 AmericInn also organized a national “Troop Giveback” campaign in conjunction with its Easy Rewards guest loyalty program, donating similar Care Packages to troops serving in Afghanistan.

“We look forward to introducing this latest demonstration of the ‘AmericInn Cares’ program by serving as a welcoming neighbor for military families,” Kirwin said. “We hope that they will take advantage of this opportunity to save money while enjoying our warm and friendly hospitality during their travels,” he added.

About AmericInn

AmericInn® is a leading mid-scale lodging chain with over 260 locations currently open or under development in 27 states. The brand is dedicated to providing an exceptional lodging value for its guests by offering great rates and amenities such as free, hot, home-style AmericInn Perk breakfast, free hotel-wide wireless high-speed Internet, inviting 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 or reservations visit www.AmericInn.com or call 1-800-634-3444.