

NEWS RELEASE



Cobblestone Hotels, LLC Finishes 2017 with a Bang

January 1, 2018 – NEENAH, WISCONSIN – Cobblestone Hotels closed out 2017 by opening three new locations in three days, and signed seven new franchise agreements.

New Openings

The Cobblestone Hotel & Suites of Gering Nebraska opened its doors December 29th. This new hotel features 54 guestrooms, an onsite lounge, indoor pool and more.

The Cobblestone Inn & Suites located in downtown Menomonie, across from UW Stout, who is known for their Hotel, Restaurant, and Tourism Program, features 51 guestrooms. The UW Stout location provides easy access to all that Menomonie has to offer.

The Boarders Inn & Suites of Merrill, Wisconsin announced the completion of their extensive \$1.5 million renovation. The ownership group purchased the (then) Badger Hotel in summer of 2017, and immediately went to work. Upon completion of the renovation and conversion to the Cobblestone brand on the 31st, the hotel now features Wi-Fi, a hot complimentary breakfast, and more. The renovation included a completely new interior of the property, and aligning the design and amenities with the signature Cobblestone Hotels standards.

“What a great way to end 2017.” Said Brian Wogernese, President & CEO of Cobblestone Hotels. “With the new downtown Menomonie location, comes a partnership with UW Stout, something we are really proud of. I have been highly anticipating the completion of the renovation at the Merrill location, and was blown away at the outcome; it is a brand-new hotel.”

“Opening the Gering location brings our open locations in Nebraska to 12.” said Jeremy Griesbach, President of Development of Cobblestone Hotels. “The growth in this state is something we attribute to the hard work by all of our local ownership groups to help progress the growth of the brand here in Nebraska.”

New Franchise Agreements Signed

In addition to the excitement of three locations added to the Cobblestone Brand the last week of the year, Cobblestone Hotels announced the signing of seven new franchise agreements which will add five locations to Wisconsin, Neenah, Janesville, Oshkosh, Baldwin, Wisconsin Rapids, and adding two new states to the Cobblestone Hotels portfolio, Fairfield Bay, Arkansas, and Medina, New York.

“2017 was a great year for us.” Said Wogernese. “We are hitting the ground running for 2018, and are eager to celebrate our ten year anniversary, and the hard work our franchisees have put into making this brand what it is.”

About Cobblestone Hotels

Based in Neenah, WI Cobblestone Hotels, LLC® is a leading upper-midscale hotel brand with over 134 hotels open, under construction, or in development in 19 states. The company continues to pride itself in filling the lodging needs of communities through its upper mid-scale new build brand. Signature amenities include high-speed Internet access, complimentary hot breakfast, convenience store, fitness centers, business centers, and more.

Cobblestone Inn & Suites® by Cobblestone is part of Cobblestone Hotels, LLC®, which also includes Cobblestone Hotel & Suites® and Boarders Inn and Suites®. For development information please visit www.CobblestoneFranchising.com.

Cobblestone Hotels offers the Cobblestone Rewards frequent stayer program where guests receive ten points for every dollar spent, and can be redeemed as award nights, or with other redemption partners. For more information visit www.CobblestoneRewards.com.

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