



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Cobblestone Hotels ventures into “Soft” Branding with a partnership with two hotels in Michigan

March 9, 2014 –NEENAH, WISCONSIN –Cobblestone Hotels is proud to announce the newest additions to their brand umbrella. On February 1st the Rockwell Lake Lodge and the Hillsdale College Dow Hotel and Conference Center, both owned by prestigious Hillsdale College, joined the family to launch the brand’s soft branding initiative. “We are honored to partner with Hillsdale College on these projects” says Brian Wogernese, President of Cobblestone Hotels. “In the early stages of this venture we realized that a “soft branding” approach was better for each party. The Dow Hotel and Conference Center and the Rockwell Lake Lodge are unique properties whose attributes do not fit into the typical hotel model.” Cobblestone Hotels puts a huge emphasis on personal and market driven service. “This is one of the reasons why our clients, our guests, and our hoteliers enjoy working with us,” says Jessica Junker, Vice President of Sales and Marketing of Cobblestone Hotels. “They deserve attention that highlights their uniqueness and that is what Cobblestone Hotels is all about, one on one attention.” Mike Harner, Chief Staff officer at Hillsdale College added that, “Hillsdale College wanted to work with someone that would offer branding that would honor our own brand initiatives. Cobblestone Hotels put together a program that would work for all parties involved. We are excited about this partnership.” WHG Companies, a hospitality management company with over 20 years of hotel and restaurant management experience, will be taking over management of the properties. In the process, extensive physical and process improvements will occur.

The Hillsdale College Dow Leadership Hotel and Conference Center, located at 22 East Galloway Drive in Hillsdale, Michigan, on the Hillsdale College Campus will undergo a complete renovation with new flooring, case and soft goods, and much more. The hotel will feature 36 guest rooms with amenities such as Keurig coffee service, high speed internet, flat panel televisions, and much more. This property also offers over 30,000 square feet of meeting and banquet space.

The Rockwell Lake Lodge, located at 3943 North Skookum Road in Luther, Michigan offers breathtaking lake views and luxurious amenities in the midst of the 685 acre G. H. Gordon Biological Station in Luther, Michigan. Visitors to the lodge enjoy hiking, snowshoeing, cross country skiing, watersports, bird watching, fine dining, and so much more! Rockwell Lake Lodge accommodations include a cozy fireplace, kitchenettes, and cable and wifi service. Other guest amenities include breakfast and dinner, coffee service, and an all-inclusive feel with all resort recreational amenities included. Reservations can be booked 24 hours a day for either location at www.staycobblestone.com or by calling (888)693-8262.

About Cobblestone Hotels

Based in Neenah, Wisconsin, Cobblestone Hotels is a hotel brand company that prides itself in filling the lodging needs of communities through its upper midscale new build brands, “Cobblestone Inn and Suites” and “Cobblestone Hotel and Suites”, as well as their upper mid-scale brand, “Boarders Inn and Suites by Cobblestone”. Experiencing significant growth since its first property opened in 2008, Cobblestone Hotels has 37 properties open with 13 currently under construction. You can find out more about their expansion by visiting www.cobblestonedream.com.