



COBBLESTONE HOTELS®



COBBLESTONE
HOTEL & SUITES

boarders
INN & SUITES
Cobblestone Hotels

COBBLESTONE
INN & SUITES



NEWS RELEASE

COBBLESTONE HOTELS TAP INDUSTRY VETERAN, PATRICK MULLINIX, AS PRESIDENT OF FRANCHISE DEVELOPMENT

August 9, 2018 – NEENAH, WISCONSIN – Cobblestone Hotels is paving the road to strategic growth with the addition of tenured hospitality executive Patrick Mullinix, to drive their domestic and international expansion.

Known throughout the industry for franchise development and impressive growth of hotel brands, Patrick Mullinix was recently named President of Franchise Development for Cobblestone Hotels.

Prior to joining Cobblestone Hotels, Mullinix was with Vantage Hospitality Group for over 14 years, serving as Group President of Vantage Hospitality Group's Value Brands. He oversaw all national expansion efforts and domestic development for the Americas Best Value Inn and Country Hearth Inn & Suites brands, then launched Signature Inn, an affordable boutique brand that encourages owners-operators to put their own unique style on their hotel.

Mullinix was instrumental in growing the Americas Best Value Inn brand to over 1,000 properties, making it the 10th largest hotel brand worldwide. Vantage was acquired by RLH Corporation in October 2016 and Mullinix continued as Senior Vice President of Franchise for the company's select-service brands before transitioning to Cobblestone Hotels.

"It was a very personal decision for me to join Cobblestone Hotels because I have a distinct need to get back to the basics – basics that I think are being overlooked in the hotel franchise world today," Mullinix said. "Those include, putting the interests of hotel owners first; providing the necessary support and resources to allow owners and operators to grow their business; and most importantly, doing it all through open and honest communications within the franchisor-franchisee relationship."

Mullinix continued, the Cobblestone Hotels success formula is simple - nothing is more important than the relationship between the brand and the owner-operator. While strategic growth is necessary to ensure success, franchisees need to know their voice is being heard and their needs are being recognized.

"We are good developers, but haven't focused on growing with other developers and owners." Said Brian Wogernese, President & CEO of Cobblestone Hotels. "This will allow us to continue developing, while Patrick's team will focus on selling franchises to experienced operators."

About Cobblestone Hotels

Based in Neenah, WI Cobblestone Hotels, LLC is a leading upper-midscale hotel brand with over 162 hotels open, under construction, or in development in 25 states. The company continues to pride itself in filling the lodging needs of communities through its upper mid-scale new build brand, midscale conversion brands, and upper economy brands.

Cobblestone Hotels, LLC portfolio includes Cobblestone Hotel & Suites, Cobblestone Inn & Suites, Boarders Inn and Suites by Cobblestone Hotels, Key West Hotels, and Centerstone Hotels. For development information please visit www.CobblestoneFranchising.com.

Cobblestone Hotels offers the Cobblestone Rewards frequent stayer program at select locations 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.