



Welcome to the end of the day.™

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Contact: Mike Weiner, Maccabee Group for AmericInn Hotels
Phone: (612) 337-0087
Email: mike@maccabee.com

**AmericInn® Wins a Silver at
2007 HSMIAI Adrian Awards Competition**

*Prestigious Hospitality Industry Award Honors
"Your Noisy Neighbor" Web-based Contest*

Chanhassen, Minn. (February 21, 2008) – The Hospitality Sales & Marketing Association International (HSMIAI) recognized AmericInn with a Silver Adrian Award in the category of web marketing for its yournoisyneighbor.com micro site. The micro site served as the central portal for AmericInn's Your Noisy Neighbor Contest, where visitors could submit tales of noisy hotel stays.

HSMIAI honored AmericInn during the 18th annual HSMIAI Adrian Awards Show on Jan. 28, 2008 in New York. The Adrian Awards program recognizes the most ingenious and forward-thinking sales and marketing campaigns in the travel industry. Recipients are recognized in three categories: public relations, advertising and web marketing. The awards were handed out as part of the 2007 HSMIAI Adrian Awards Competition, the largest and most prestigious travel event of its kind in the world.

"We are absolutely thrilled about being honored with an Adrian Award," said AmericInn CEO Arnold Angeloni. "This award serves as further confirmation that reaching out to our customers in novel ways helps build the AmericInn brand as the leader in the quiet hotel experience."



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The Your Noisy Neighbor Contest and its award-winning micro site were developed out of a desire to promote the AmericInn SoundGuard™ construction method that uses solid masonry block, thick drywall and sound-deadening foam between each room, making AmericInn rooms the quietest in the business.

The yournoisyneighbor.com micro site highlights, in a humorous way, how disrupting noise from outside the hotel room can be while also encouraging people to submit their own stories about their noisy experiences in 'other' hotels via video or text. The grand prize winner of the contest received a \$5000 quiet vacation package and was also featured in a *USA Today* story about quiet hotels.

About AmericInn

The AmericInn Lodging System is one of the fastest growing limited service lodging chains in the United States with 230 locations currently open or under development. The success and solid growth of the AmericInn chain is due to its unique AmericInn SoundGuard™ construction, product and market niche. AmericInn competes across the mid-scale without food and beverage segment and is dedicated to providing the best lodging value for its guests. The AmericInn lodging system is franchised by AmericInn International, LLC, a Minnesota based company with headquarters in Chanhassen.

About HSMIAI

HSMIAI is an organization of sales and marketing professionals representing all segments of the hospitality industry. With a strong focus on education, HSMIAI has become the industry champion in identifying and communicating trends in the hospitality industry, and bringing together customers and members at annual events, including HSMIAI's Affordable Meetings®. Founded in 1927, HSMIAI is an individual membership organization comprising more than 7,000 members worldwide, with 39 chapters in the Americas Region.

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