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FOR IMMEDIATE RELEASE

MARSHFIELD HOTEL REDEVELOPMENT PLANS EXPAND, RENOVATION TEAM ANNOUNCED

MADISON, Wis. (January 7, 2013) – The new owners of the Marshfield, Wis. hotel formerly known as Clearwaters Hotel, Marshfield Hospitality, LLC, today announced they are expanding redevelopment plans for the property beyond what they first reported at the time of purchase last year. Along with laying out a long list of improvements that will be made to the hotel to ready it for an early summer opening, Marshfield Hospitality also announced the team they’ve assembled to lead the redevelopment.

“As we’ve gotten deeper into the project we’ve come to appreciate the significant need for enhanced lodging and meeting space in central Wisconsin,” said Steve Wykle, president of Marshfield Hospitality. “There’s great momentum on this project and it is matched step for step with a growing sense of optimism of what this hotel will mean for the community.”

Heading the redevelopment team is IDM Group, LLC, Madison, Wis. (<http://inndevmgmt.com/>), a firm specializing in independent and boutique hotel redevelopment and management. Others on the team include local contractor Don Nikolai Construction, Inc., chosen as the design build contractor, with more than 50 years of experience in commercial and industrial construction; Dimension IV Madison Design Group, Madison, Wis. (<http://dimensionivmadison.com/>), functioning as the architect of record, with a portfolio that includes hotel renovations and new construction projects for both independent and franchised properties; and Innvision and its sister firm Innvision Design, headquartered in Griffin, Georgia (<http://www.innvisionsupply.com/>), selected for furniture and fixtures procurement services and custom interior design, with expertise gained from hotel and luxury resort projects worldwide.

According to Wykle, the redevelopment team is already hard at work creating two full-size sample guest rooms to help guide final design decisions. Rooms will be redone top to bottom, with new lighting, draperies, bedding, furniture and carpeting. Bathrooms are being totally refurbished. Preliminary design work also calls for the addition of suites. The lobby will have an entirely new look as

will the meeting rooms, and a new restaurant concept is in the works. On the marketing side, decisions on a new name and branding of the property are highest priority.

Furnishings currently in the guest rooms are being donated to the local chapters of Habitat for Humanity and St. Vincent de Paul. Rick Roehl, an investor in Marshfield Hospitality, noted how pleased the firm is to be able to assist both organizations as a result of this project. "Making this kind of commitment to the property, and to the community really, is a huge point of pride for everyone on the team," said Roehl.

Marshfield Hospitality acquired the property at 2700 S. Central Ave. last spring after the hotel closed its doors and went into foreclosure. The property has 103 rooms, expansive meeting and banquet space, an indoor and outdoor pool, restaurant and lounge.

When reopened, this independently owned, mid-scale meeting hotel is expected to attract corporate and association meetings, business travelers, hospital and clinic travelers, wedding celebrations, special events, reunions, and leisure travelers. Its south side location near the new Hwy. 10 bypass will make it especially convenient to access.

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