



FACT SHEET

Over 55 Years of Growth and Success

Northcott Hospitality builds, develops and operates restaurant and lodging concepts throughout the United States. With over 55 years of hospitality and brand management experience and roots as owner and developer of the popular Perkins brand, the privately-held Minnesota-based company is poised for continued growth and success.

- **AmericInn®** | Since Northcott Hospitality acquired the mid-scale hotel chain in 1994, AmericInn has grown from 35 hotels to more than 250 locations open and under development nationwide. Among the top twenty brands in the midscale segment of the U.S. hotel industry, AmericInn has experienced solid growth and success by providing excellent service, the best value and genuine hospitality that people feel the moment they walk through the front doors.
- **Perkins®** | Northcott Hospitality is the third-largest franchisee of the Perkins Restaurant chain and has been recognized for top performance. With more than 440 full-service restaurants and bakeries in 34 states and five Canadian provinces, Perkins has earned a solid reputation for offering high-quality personalized dining with great value. Northcott Hospitality's 22 Perkins Restaurants are strategically located in the Midwest, Mid-Atlantic and South—areas known for strong Perkins brand awareness and long-standing restaurant performance.
- **Houlihan's®** | Northcott Hospitality is one of Houlihan's leading franchisees in the Upper Midwest and has been recognized for excellence in operations. A true original in the casual dining industry, Houlihan's is known for culinary innovation, premium quality and forward style. Founded in 1972, the company has grown to more than 80 locations in 18 states. Northcott Hospitality owns all three Minnesota Houlihan's restaurants and has been serving the Twin Cities area for over 15 years.
- **Three Rivers Hospitality®** | Three Rivers Hospitality provides hospitality management services to a client portfolio of 21 AmericInn properties, representing over 1,400 rooms. The organization's success is the result of a willingness to partner with properties in developing innovative customized solutions that positively impact the bottom line. Specifically, Three Rivers specializes in providing services designed to sustain profit growth through aggressive marketing and sales, effective internal controls, financial management and consistent operating standards.
- **Design & Construction Services** | The Design & Construction Services division provides design, procurement and general contracting services to AmericInn franchisee owners seeking a seamless development solution. With a full team of experts, Northcott Hospitality is able to partner with franchisees—from initial plans through the finishing touches—to build high quality hotels with structural integrity and warm, inviting atmospheres. To date, the Design & Construction Services division has managed the development of 18 properties.



Rich History, Promising Future

As the franchisor of AmericInn hotels and a leading franchisee of Houlihan's and Perkins Restaurant & Bakery, Northcott Hospitality possesses a diverse and growing portfolio. The company's rich, fifty-five year history of success in the hospitality business began with Wyman Nelson, a young Minneapolis entrepreneur who invested in a Perkins Pancake House restaurant in the late 1950s. After developing a national reputation for creativity and business ingenuity within the Perkins system, Wyman ultimately acquired and later sold the chain of successful restaurants.

Another Minnesota entrepreneur, Jim Graves, began building the first AmericInn hotel locations in the 1980s. After owning and operating successful AmericInn properties as a franchisee, Northcott Hospitality acquired the AmericInn brand along with 35 franchised properties in 1994. AmericInn now has more than 250 locations open and under development nationwide.

Leadership With Vision

Paul S. Kirwin | President and CEO

Brian J. Schwen | Chief Financial Officer

Julie R. Roettger | Vice President of Restaurant Operations

Nasir H. Raja | Executive Vice President of Franchise Development & Operations

Mark L. Masuda | Vice President of Sales & Marketing

Mark A. Clarey | Vice President of Construction, Design & Purchasing Decisions

Jeannine M. Momchilovich | Vice President of Design Services

Ron Shimek | Vice President of Operations & Training

Rocky L. Wruck | Vice President of Three Rivers Hospitality

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