

IDM Group Takes on Expanded Day-to-day Management of The Delafield Hotel in Delafield, Wisconsin

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DELAFIELD, Wis. (July 29, 2009) -- IDM Group, LLC, headquartered in Fort Atkinson, Wis. and specializing in the development and management of boutique hotels, announced today it will take on expanded day-to-day management duties of The Delafield Hotel in Delafield, Wis. The Delafield Hotel remains owned and operated by Delafield Hospitality, LLC, with several new investors coming on board recently along with IDM Group. The hotel, with its distinctive Williamsburg styling, was founded in 2006 by Robert Lang. IDM Group has assisted Lang in a variety of consulting roles at the hotel, making for a seamless expansion of the firm's management duties. IDM Group may be found online at www.inndevmgmt.com.

"We've built our portfolio exclusively around boutique hotels, with each of the properties we manage having a personality and relevancy all its own, and from the moment The Delafield Hotel was built we knew it would be a gem in the Midwest, thanks to Mr. Lang's vision," said Craig Neddersen, president of IDM Group. "We're pleased to be playing a role in the management of this fine hotel and its outstanding staff."

Today's announcement comes on the heels of a presentation by Delafield Hospitality, LLC to the City of Delafield's Planning Commission regarding potential expansion plans for the hotel. Those preliminary plans call for additional guest rooms and suites; a new banquet/meeting facility; and consideration for incorporating LEED construction as well as green space around the hotel. The proposed expansion is in direct response to the business needs of the community and would enhance Delafield's ability to attract larger groups of leisure and business travelers.

IDM Group was founded in 1999 by Craig Neddersen, Ephraim, Wis. and Connie Barbian, Fort Atkinson, Wis. The firm developed and currently manages a portfolio of notable boutique hotels including the Jefferson Street Inn in Wausau, Wis.; The Beloit Inn in Beloit, Wis.; and the Edgewater Resort and Eagle Harbor Inn, both in Wisconsin's Door County peninsula. It's also nearing completion of a \$30 million renovation of the historic Hotel Julien Dubuque in downtown Dubuque, Iowa. Additionally, IDM Group is the development consultant for the historic Frank Lloyd Wright-designed Park Inn Hotel in Mason City, Iowa and the Blackhawk Hotel in downtown Davenport, Iowa. The company lists among its primary services hotel development, management, asset management, marketing and consulting services.

The Delafield property (415 Genesee Street, Delafield, Wisconsin) comes with elite credentials, as it's the only Preferred Boutique™ property in the Midwest and one of just 700 such designated properties worldwide. Much like the artistic Americana-themed merchandise created by his Lang Companies, founder Robert Lang's vision for the hotel was that of a traditional American inn, with great attention to authenticity, warmth, luxury and cordial service. While actually housed in a newer building, the property has a decidedly turn-of-the-century feel to it, with its red-brick exterior, deep cherry woodwork, antique decor and lavish oriental rugs. It's garnered a loyal following of leisure guests who enjoy golf at the nearby Erin Hills course or shopping in the surrounding lake country, and it's also a popular venue for weddings. Its low-key setting and boardroom-style meeting space makes it attractive for small corporate meetings and management retreats as well.

The property has 38 oversized rooms and suites complete with five-star amenities such as Baker furniture, lavish spa bathrooms equipped with Kohler products and high-definition flat screen televisions. It also features two private banquet rooms large enough to accommodate groups up to 250. Andrew's Bar & Restaurant, on property and a favorite of locals, serves new-American cuisine. For more on The Delafield Hotel, log on to www.thedelafieldhotel.com.

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