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FOR IMMEDIATE RELEASE

HISTORIC HOTEL JULIEN DUBUQUE WELCOMED INTO REWARDS PROGRAM FOR INDEPENDENT HOTELS

DUBUQUE, Iowa (March 22, 2013) – If you live in the Midwest and favor independent hotels for your road trip getaways, then this news is for you. Hotel Julien Dubuque in downtown Dubuque, Iowa, already the darling of TripAdvisor reviewers, has just been welcomed into the Stash Hotel Rewards® network, the largest loyalty program for independent hotels in the United States. The hotel joins nearly 200 other one-of-a-kind properties offering five points for each dollar spent on eligible room rates. Stash members can then redeem those points at independent hotels across North America, including the Caribbean and Hawaii. Music to any traveler’s ear - there are no blackout dates and points never expire. Enrollment is free through www.StashRewards.com. For reservations at Hotel Julien Dubuque, log on to www.HotelJulienDubuque.com or call 800.798.7098.

Stash Rewards features hotels that convey a unique story and were designed with a spirit that reflects their locales – they refer to them as “places with soul,” a most apt description for a hotel named after its city’s namesake with a history that dates back nearly 100 years.

“There are so many interesting stories with our boutique hotel that we couldn’t wait to join the elite on the Stash list,” said Dwight J. Hopfauf, general manager at Hotel Julien Dubuque. “We’re fresh off a \$33 million renovation that restored this Beaux-Arts masterpiece to its original grandeur, plus guests love the connection to the notorious gangster Al Capone having once used this as his preferred hideout when things got hot in Chicago.”

Hotel Julien Dubuque anchors the historic Old Main District, with enviable views across the road to the mighty Mississippi River. This hotel is the full package, with richly appointed suites and its own spa (Potosa Spa) and restaurant (Caroline’s Restaurant), a lounge (Riverboat Lounge) which is a local hot spot for live music, grand ballroom and meeting rooms, and sunlit pool and fitness center. Over the decades the hotel has welcomed its share of dignitaries, including Abraham Lincoln, “Buffalo Bill” Cody

and Mark Twain, along with Capone. The spacious Capone Suite features a large and ornate vault, with the speculation that it was created specifically for Capone.

Hotel Julien Dubuque is managed by IDM Group, based in Madison, Wis. and specializing in boutique and independent hotel management and development. IDM Group may be found online at www.inndevmgmt.com.

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