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FOR IMMEDIATE RELEASE

**TRAVELERS PUT JEFFERSON STREET INN AT THE TOP OF TRIPADVISOR, EARNING THE INN A
CERTIFICATE OF EXCELLENCE FOR 2011**

WAUSAU, Wis. (May 31, 2011) –Jefferson Street Inn in Wausau, Wis. (www.jeffersonstreetinn.com) just received the kind of stellar endorsement every property hopes for, and that’s a Certificate of Excellence from TripAdvisor.com, the granddaddy of all travel review sites. The Certificate is awarded to accommodations, attractions and restaurants that maintain a high overall user rating and a high volume of recent and quality reviews. In other words, travelers are so enamored of this hotel that they write about it in glowing terms and great numbers. Along with the top-notch reviews, the Jefferson Street Inn is also currently ranked #1 among Wausau hotels.

“We’ve been favorably reviewed in newspaper and magazine stories and that’s always nice, yet a top award from TripAdvisor has really become the gold standard for anyone in the travel industry,” said Debbie Rice, general manager of the hotel. “There’s such credibility when it comes directly from our visitors.”

A sampling of review headlines confirms Rice’s observation: “Can’t say enough wonderful things about this hotel.” “Phenomenal hotel. All others will be compared to this one.” “Great place for visit, business or pleasure.” “Great hotel in a great downtown location.” And those are just a few of the reviews on the first page alone of the hotel’s profile, which goes on for pages.

The Jefferson Street Inn is an independent boutique hotel anchoring Wausau’s downtown historic and artistic river district. It was built in 2005 with encouragement from the city to create a city center conference hotel. It offers 100 guest rooms, ample banquet and meeting space, an on-site restaurant, indoor swimming pool and fitness center. The address is 201 Jefferson Street and the toll-free number is 866-855-6500. The hotel is managed by IDM Group, LLC (<http://www.inndevmgt.com>).

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