Cinnamon Roll Earns Top Spot in Comfort Hotel Brand's New Waffle Flavor Search

Nationwide voting campaign spices up complimentary hot breakfast

ROCKVILLE, Md., Oct. 25, 2017 /PRNewswire/ -- In a nationwide campaign, the Comfort Inn and Comfort Suites brands asked Americans to sink their teeth into a flavor battle over a crowd-pleasing breakfast item asking, "What's Your Waffle?" In the end, Cinnamon Roll devoured the competition as guests' favorite new waffle flavor. Beginning January 1, 2018, participating Comfort brand hotels will serve freshly baked Cinnamon Roll waffles alongside the brand's Original flavor as part of a free hearty and healthy breakfast, which includes eggs, breakfast meats, cereals, Greek yogurt with wholesome toppings, pastries, fresh fruit, and more.

The coast-to-coast search to spice up the Comfort brand's signature breakfast, dubbed #WhatsYourWaffle, launched on National Waffle Day and attracted more than 100,000 ballots during the voting period. Voters were asked to pick between: Birthday Cake, Cinnamon Roll or Sweet Caramel. In the end, Cinnamon Roll secured the win with 54 percent of the vote, followed by Sweet Caramel (33 percent) and Birthday Cake (13 percent).

"The Comfort brand takes guest feedback and its popular free breakfast very seriously. So it only seemed fitting to enlist people across the country to help choose our next waffle flavor," said Megan Brumagim, head of Comfort brands for Choice Hotels. "We have been transforming the Comfort brand experience from welcome to goodbye, using the voice of the guest as our compass, and this new offering is just one small part."

Golden Malted, exclusive waffle vendor to Choice Hotels and its family of brands, developed all three flavors. Choice Hotels will be the only hotel company to offer the new Cinnamon Roll flavor in 2018.

In addition to delivering new flavors to guests during the #WhatsYourWaffle campaign, nearly 500 Comfort brand hotels across the country honored thousands of hometown heroes and first responders by hosting them for free breakfasts that included taste tests of the waffle flavor options.

People who cast ballots also had a chance to win 500,000 Choice Privileges rewards points through the #WhatsYourWaffle sweepstakes. One lucky winner was selected and will be able to redeem those points for the equivalent of 30 free nights at a Comfort brand hotel, or other prizes available through the award-winning Choice Privileges loyalty program.

With a proven track record of reliability, convenience and value, both Comfort Inn and Comfort Suites hotels offer everything business and leisure travelers need to feel refreshed and ready to take on the day. Comfort is the largest 100 percent smoke-free hotel brand in the North America with more than 1,800 properties open and operating. With a Comfort brand hotel everywhere travelers need to be, complimentary amenities include a free breakfast, Wi-Fi, business center, and fitness center or swimming pool at most locations.

Comfort® *Rested.Set.Go.®*

The Comfort brand, franchised by Choice Hotels, has been trusted by travelers and hotel owners for more than 30 years. With a proven track record of reliability, convenience and value, both Comfort Inn and Comfort Suites hotel properties offer everything you need to feel refreshed and ready to take on the day, whether you're traveling for business or leisure. Comfort is the largest 100 percent smoke-free hotel brand in the US and Canada, with more

than 1,800 properties open and operating. With a Comfort brand hotel everywhere you need to be, complimentary amenities include a hot, hearty and healthy breakfast, free Wi-Fi, business center, and fitness center or swimming pool. *Rested. Set. Go.*® Because behind every great day is great night. For more information, visit www.choicehotels.com/comfort-inn or www.choicehotels.com/comfort-suites.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest hotel companies. With over 6,500 hotels franchised in more than 40 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe. As of June 30, 2017, 792 hotels were in our development pipeline. Our company's Ascend Hotel Collection®, Cambria® Hotels, Comfort Inn®, Comfort Suites®, Sleep Inn®, Quality®, Clarion®, MainStay Suites®, Suburban Extended Stay Hotel®, Econo Lodge®, Rodeway Inn®, and Vacation Rentals by Choice Hotels® brands provide a spectrum of lodging choices to meet guests' needs. With more than 32 million members, our Choice Privileges® rewards program enhances every trip a guest takes, with benefits ranging from instant, every day rewards to exceptional experiences, starting right when they join. All hotels and vacation rentals are independently owned and operated. Visit us at www.choicehotels.com for more information.

About Golden Malted

Since 1937, Golden Malted has been the largest distributor of waffle irons and waffle and pancake mix in the world. Golden Malted's revolutionary Fresh-Baked Waffle Program has been an integral part of the hospitality and dining industry and continues to grow and expand across the globe. Golden Malted offers a complete suite of products with their waffle iron program including customer-friendly batter and syrup dispensers, syrups, fruit toppings, and a variety of waffle and pancake mixes. Golden Malted is also on the cutting edge of technology having recently launched a proprietary sales force automation application and a new online portal designed for customers to easily manage their accounts and make purchases at www.goldenmalted.com. Golden Malted provides complete distribution coverage in the United States and over 40 countries worldwide. Consumers can also purchase Golden Malted products to enjoy at home by visiting shop.goldenmalted.com.

©2017 Choice Hotels International, Inc. All rights reserved.

SOURCE Choice Hotels International, Inc.

For further information: Sarah Lee, Tel: 301-628-4397, Email: sarah.lee@choicehotels.com

---

Additional assets available online: Photos (1)