

## Choice Hotels Promotes Brian Kirkland to Chief Technology Officer

ROCKVILLE, Md., Feb. 6, 2018 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel companies, announced the promotion of Brian Kirkland to the position of Chief Technology Officer. In this new leadership role, Kirkland will oversee the company's overall information technology strategy, development and operations. He will report directly to John Bonds, senior vice president, enterprise operations and technology.

Kirkland has been a key member of Choice's technology innovation team since 2015, which is based in Phoenix, Ariz. He previously served as vice president of engineering. Recently, Kirkland notably led Choice's efforts to successfully design and launch the industry's first new global reservation system in 30 years, choiceEDGE.

"The introduction of the choiceEDGE platform showcases that Choice is at the forefront of innovation and built to effectively handle the volume on digital channels for the future," said John Bonds, senior vice president, enterprise operations and technology. "Brian's expert leadership and extensive technology experience was crucial to the overall success of the initiative. Overseeing major undertakings like this are a perfect example of why Brian is ideally suited to take on this broader role and guide Choice's technology organization for today and tomorrow."

Prior to joining Choice Hotels, Kirkland held leadership and software development positions at leading technology companies, GoDaddy and Media Temple. Kirkland earned his bachelor's degree in computer science and a master's in business administration from Arizona State University. He is also a member of Arizona's Information Technology Authorization Committee (ITAC), as well as Arizona State University's Executive Council for the Department of Information Systems.

### **About Choice Hotels**

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest hotel companies. With over 6,800 hotels franchised in more than 44 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe. As of September 30, 2017, over 800 hotels were in our development pipeline. Our company's Ascend Hotel Collection®, Cambria® Hotels, Comfort Inn®, Comfort Suites®, Sleep Inn®, Quality®, Clarion®, MainStay Suites®, WoodSpring 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 35 million members, our Choice Privileges® rewards program enhances every trip a guest takes, with benefits ranging from 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](http://www.choicehotels.com) for more information.

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