

Choice Hotels Named No. 6 on Annual Ranking of "Top 100 Companies for Corporate Training"

Choice University Recognized as Industry-Leading Hotel Training Platform

ROCKVILLE, Md., Sept. 13, 2018 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH) has been ranked no. 6 for corporate training by *ELearning! Magazine* for its premier property-level training resource, Choice University.

"Owner success is at the core of everything we do at Choice Hotels, which is why we offer best-in-class training to help our franchisees improve their business operations and practices, and brand programs," said Tim Tobin, vice president, franchisee onboarding and learning, Choice Hotels. "We are proud that Choice University is ranked among the likes of Amazon Web Service and Salesforce, and ahead of leading technology, retail and consulting companies, including Google, Facebook and IBM. Choice University is also the highest ranked hotel program and the only hotel company to be recognized in the top 50."

Designed to offer hotel owners and their staff engaging, relevant content to deliver tangible and positive impact, highlights of Choice University include:

- Curriculum tailored to each user based on job function and brand.
- Full mobile-enabled functionality, allowing users to access the content across multiple platforms.
- Content ratings so users can provide feedback and content can be adjusted as needed.
- Specialized leadership and management training.

Choice Hotels is dedicated to ensuring the success and profitability of its franchisees. In addition to Choice University, owners may benefit from access to the company's robust distribution channels and award-winning loyalty program, Choice Privileges. Choice is also one of the few hotel companies to provide on-the-ground guidance and support from Area Directors, who travel from hotel-to-hotel and work closely with owners to help align their revenue strategies and operational efforts to maximize profits.

To determine the "Top 100 Companies for Corporate Training," *ELearning! Magazine* evaluated learning and development programs from public and private sectors worldwide on a series of criteria related to innovation, collaboration, culture and overall organizational performance. To view the full list of winners, visit <http://www.2elearning.com/awards/learning-100-awards>.

To learn more about Choice Hotels franchising opportunities, visit <https://choicehotelsdevelopment.com/>.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) is one of the largest and most successful lodging franchisors in the world. With more than 6,800 hotels, representing more than 550,000 rooms, in over 40 countries and territories as of June 30, 2018, the Choice® family of hotel brands provide business and leisure travelers with a range of high-quality lodging options from limited service to full-service hotels in the upscale, midscale, extended-stay and economy segments. The award-winning Choice Privileges® loyalty program offers members benefits ranging from everyday rewards to exceptional experiences. For more information, visit www.choicehotels.com.

Addendum

This is not an offering. No offer or sale of a franchise will be made except by a Franchise Disclosure Document first filed and registered with applicable state authorities. A copy of the

Franchise Disclosure Document can be obtained through contacting Choice Hotels International at 1 Choice Hotels Circle, Suite 400, Rockville, MD 20850, development@choicehotels.com.

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