Cambria Hotels Continues Phoenix Expansion with Roosevelt Row Arts District Groundbreaking

ROCKVILLE, Md., Oct. 18, 2018 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH) and an affiliate of True North Studio, LLC announced construction has begun on the new Cambria hotel in downtown Phoenix in the Roosevelt Row Arts District. Slated to open ahead of schedule in late 2019, the seven-story, 127-room hotel will be the third Cambria property to enter the growing Phoenix area, joining the Cambria Hotel Phoenix Chandler-Fashion Center and Cambria Hotel North Scottsdale Desert Ridge.

Situated within a blossoming arts and culture borough in the heart of the city, the hotel offers guests convenient access to the Sky Harbor International Airport, Phoenix Convention Center, the professional sports stadiums of MLB's Arizona Diamondbacks and NBA's Phoenix Suns, Arizona State University, University of Arizona College of Medicine – Phoenix, and the Phoenix Biomedical Campus, as well as nearby art studios, galleries, museums, breweries, and restaurants. The hotel's location is also within driving distance to several area businesses, including Apple Data Center, Honeywell Aerospace, the Mayo Clinic, and Choice Hotels' technology and digital commerce campus.

"As one of the largest and fastest-growing cities in the country, anchored by rising tourism, a rich corporate presence, and thriving arts scene, Phoenix is the perfect destination to welcome several Cambria hotels," said Janis Cannon, senior vice president, upscale brands, Choice Hotels. "Cambria hotels are designed to reflect the neighborhoods in which they are located and the Roosevelt Row location is no exception—guests can expect it to capture the spirit of the community and inspire them to explore, engage, and discover all Phoenix has to offer."

The new Cambria hotel will feature several upscale amenities, including:

- Rooftop pool and bar
- Spa-style bathrooms
- Contemporary and sophisticated guest rooms with plush bedding
- State-of-the-art fitness center
- Onsite dining featuring freshly made food, local craft beer, wine, and specialty cocktails
- Multi-function meeting space

"The Roosevelt Row Arts District, one of the top arts districts in the nation, is a true jewel of Phoenix. We're honored to work with Choice Hotels on this exciting project and look forward to introducing a product that truly mirrors the vibrant essence of the neighborhood. Guests and locals will love visiting the new Cambria hotel in downtown Phoenix," said Jonathon Vento, principal developer, True North Studio, LLC.

About Cambria Hotels

The Cambria® Hotels brand is designed for the modern traveler, offering guests a distinct experience with simple, guilt-free indulgences allowing them to treat themselves while on the road. Properties feature compelling design inspired by the location, spacious and comfortable rooms, flexible meeting space, and local freshly prepared food and craft beer. Cambria Hotels is rapidly expanding in major U.S. cities, with hotels open in Chicago, New York City, Pittsburgh, Washington, D.C., and Los Angeles. There are nearly 40 Cambria properties open across the United States, and over 100 hotels open or in the pipeline in the U.S. and Canada. To learn more, visit https://www.choicehotels.com/cambria.

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.

About True North Studio

True North Studio is a real estate development company based in the monOrchid, a landmark arts and mixed-use building in the heart of the Roosevelt Row Arts District in downtown Phoenix, Arizona. The Cambria hotel is one component of True North Studio's mixed use developments between Central Avenue to 3rd Street, and Roosevelt to Moreland Streets at Hance Park. Projects within the development include hotels, restaurants, art galleries, creative office, and commercial retail as part of historically preserved and adaptively reused properties, as well as the infill of vacant lots. These projects will contribute to the fabric of the diverse Roosevelt Row Arts District and amplify the revitalization of downtown Phoenix.

Forward-Looking Statement

This communication includes "forward-looking statements" about future events, including hotel openings. Such statements are subject to numerous risks and uncertainties, including construction delays, availability and cost of financing and the other "Risk Factors" described in our Annual Report on Form 10-K, any of which could cause actual results to be materially different from our expectations.

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