

Choice Hotels Appoints Brent Bouldin as Vice President of Marketing and Customer Acquisition



ROCKVILLE, Md. (March 13, 2018) - Choice Hotels International (NYSE: CHH), one of the world's largest hotel companies, announced Brent Bouldin has joined the company as vice president of marketing and customer acquisition.

In this role, Bouldin will lead Choice's overall marketing strategy and programs, focusing primarily on enhancing brand awareness and driving business through the company's digital channels. He will also be responsible for the company's customer acquisition strategy across all media platforms, including television, digital and social. Bouldin will report directly to Robert McDowell, chief commercial officer, Choice Hotels.

"Choice's proprietary contribution continues to grow, and Brent's successful track record of developing and implementing transformative marketing and customer acquisition strategies will help elevate Choice and its family of brands," said McDowell. "He is a dynamic leader and imaginative problem solver, making him the ideal leader to build and manage our high-performing marketing organization."

Bouldin joins Choice Hotels from Bank of America Corporation, where he most recently served as senior vice president, enterprise digital marketing and media. There, he improved the company's digital marketing approach and launched its consumer social media presence. Earlier in his career, Bouldin served as a business consultant, where he worked closely with several Fortune 500 companies. Bouldin earned his bachelor's degree from the Georgia Institute of Technology and a master's in business administration from the University of North Carolina, Chapel Hill.

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 40 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe, and as of February 1, 2018, more than 1,000 hotels were in its development pipeline. Our company's Ascend Hotel Collection®, Cambria® Hotels, Comfort Inn®, Comfort Suites®, Sleep Inn®, Quality®, Clarion®, MainStay Suites®, Suburban Extended Stay Hotel®, WoodSpring Suites®, 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 for more information.

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For further information: Alannah Don Tel: 301-592-5154 Alannah.don@choicehotels.com