

Choice Hotels Opens Second Cambria Suites Hotel in Appleton, Wisconsin

Choice Hotels and Swift Hospitality Open Stylish New All-Suites Hotel

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SILVER SPRING, Md. and APPLETON, Wis.

Choice Hotels International today announced the Cambria Suites hotel in Appleton, Wisconsin opened its doors to guests earlier this month. This marks the second Cambria Suites hotel to open nationwide and the first to open in Wisconsin. Cambria Suites hotels are designed for guests who want to take their lifestyle with them when traveling, and hotels feature a stylish design with guest suites that are 25 percent larger than standard hotel rooms.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20070918/NETU002>)

The 100-suite hotel, located at 2940 North Gateway Drive, is owned and operated by hotel developer Swift Hospitality Group of Freeport, Illinois. Swift Hospitality is also developing the 137-room Cambria Suites hotel in Schaumburg, Illinois. As of June 30, 2007, 58 Cambria Suites hotels were under development in 26 states nationwide and in Canada.

"We feel privileged to bring this thoughtful, stylish and contemporary new brand to Appleton with a great owner like Dave Swift," said William Edmundson, brand president, Cambria Suites. "The momentum behind the Cambria Suites brand is strong, and with the right brand in the right segment at the right time, we remain extremely confident in its growth prospects."

Like all Cambria Suites hotels, the Cambria Suites Appleton is smoke-free and features separate work and living areas with ergonomic chairs, movable desks, luxury linens and Bath and Body Works(R) products in every suite. The hotel offers the latest in technology, including a 52-inch television in the open, airy two-story lobby and each suite includes two flat-screen LCD televisions, a CD/DVD player, and MP3 jacks. Select suites offer MediaHub(TM) plug-and-play technology allowing guests to connect their laptop, MP3 player, game console, digital camera, or CD/DVD player hassle-free. Free high-speed wired and wireless Internet access is available throughout the hotel, so that guests can stay connected when on the road.

"Our organization became interested in the Cambria Suites brand once it was announced two years ago, as we sought to develop more of a position in select-service hotels," said Dave Swift, president and chief executive officer for Swift Hospitality Group. "Cambria Suites offers us the complete package- the right architecture, operating model and customer demographics."

The Cambria Suites Appleton features Reflect, a dining and gathering area serving a dinner menu, liquor, wine, beer, and a barista bar featuring Wolfgang Puck(R) coffee, and a hot breakfast buffet; Refresh, a state-of-the-art fitness center with a resort-style indoor pool and hot tub/spa area; and Refill, a 24-7 convenience store that offers energy drinks, organic snacks, and sundries as well as freshly prepared grab-and-go gourmet salads and sandwiches. The hotel also features over 2,000 square feet of meeting space, with the largest of the property's three meeting rooms able to accommodate up to 100 attendees.

"We're very excited to be opening this beautiful hotel in Appleton," said Matt Jacobs, general manager, Cambria Suites Appleton. "We're committed to

serving the travelers that visit this hotel by doing our best to guarantee that they will leave satisfied with their experience."

The hotel can be reached via phone at (920) 733-0101 or via fax at (208) 344-7446. For more information on Cambria Suites, visit www.cambriasuites.com.

About Choice Hotels

Choice Hotels International franchises more than 5,400 hotels, representing more than 445,000 rooms, in the United States and 39 countries and territories. As of June 30, 2007, 858 hotels are under development in the United States, representing 67,740 rooms, and an additional 85 hotels, representing 8,007 rooms, are under development in more than 20 countries and territories. The company's Cambria Suites, Comfort Inn, Comfort Suites, Quality, Clarion, Sleep Inn, Econo Lodge, Rodeway Inn, MainStay Suites and Suburban Extended Stay Hotel brands serve guests worldwide.

Additional corporate information may be found on Choice Hotels' Internet site, which may be accessed at www.choicehotels.com.

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