

Choice Hotels Announces the First Cambria Suites Hotel for Missouri

St. Louis Area Travelers Can Reflect, Refresh and Refill at Stylish New Upscale Hotel in Saint Charles

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Choice Hotels International, Inc. and Saint Charles Convention Hospitality LLC recently executed a contract that calls for a stylish new Cambria Suites hotel for the St. Louis area in Saint Charles, Mo. The hotel is the first Cambria Suites hotel planned for the state of Missouri and one of a total of 65 Cambria Suites hotels under contract nationwide and in Canada.

"What the Cambria Suites brand offers is what the next generation of hotel guests are looking for -- thoughtful design, social atmosphere and upscale amenities -- and travelers to the area will find just that in this hotel," said Bernard McMenemy of St. Charles Convention Hospitality and owner of the future Cambria Suites Saint Charles.

The 134-suite hotel, to be located at 1600 Veterans Memorial Parkway, will bring the latest in hotel innovation to the Saint Charles area. Like all Cambria Suites hotels, the Saint Charles property will boast a stylish design and guestrooms that are 25 percent larger than standard hotel rooms. The all-suite hotel will also offer the latest in technology, from a large-screen television in the open, airy two-story lobby to two flat-screen LCD televisions, Media Hub technology, and MP3 jacks in the guest suites and complimentary wired and wireless high-speed Internet access throughout the property.

"Today's travelers are tired of the same-old hotels and they're looking for something new, something modern, something fun-that's what Cambria Suites is all about," said William Edmundson, president of the Cambria Suites brand for Choice Hotels. "This lifestyle brand offers guests upscale and innovative features like a state-of-the-art fitness center, lobby barista bar, and spacious guest suites."

All Cambria Suites hotels include Reflect, a bistro dining area that features a full barista coffee bar and serves breakfast and dinner; Refresh, a state-of-the-art fitness center with an indoor pool and spa; and Refill, a 24-7 sundry shop that stocks freshly prepared "grab 'n' go" salads and sandwiches as well as typical convenience items and health-conscious and organic foods. In addition, all hotels offer more than 1,000 square feet of meeting space.

"A lot of time, effort and thought went into designing every inch of this new brand and in that same vein, we're looking for developers and owners who truly understand and reflect what the Cambria Suites brand represents," said Brad LeBlanc, vice president of franchise sales for Cambria Suites, Choice Hotels.

To request information about Cambria Suites, visit the Cambria Suites website at cambriasuites.com.

About Choice Hotels

Choice Hotels International franchises more than 5,700 hotels, representing more than 465,000 rooms, in the United States and more than 35 countries and territories. As of September 30, 2008, 955 hotels are under construction, awaiting conversion or approved for development in the United States, representing 76,269 rooms, and an additional 119 hotels,

representing 9,647 rooms, are under construction, awaiting conversion or approved for development in more than 20 countries and territories. The company's Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn brands serve guests worldwide.

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

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