

Choice Hotels Announces the Fifth Cambria Suites Hotel for Georgia

Contemporary New Upscale Hotel Brings Form, Function and Style to Suwanee/Duluth Area.

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Development of the new upscale lifestyle hotel Cambria Suites continues to grow with the execution of another franchise agreement for a property in Suwanee, Georgia, just outside of Duluth--the fifth Cambria Suites hotel planned for the state. The hotel will be owned by Duluth-based developer Satellite Hospitality Group, LLC. The Cambria Suites brand, franchised by Choice Hotels International, Inc. currently has 63 properties under contract nationwide and in Canada.

"This type of stylish upscale all-suites hotel is not only new to Suwanee and Duluth but to the industry overall," said Bob Kourieh of Satellite Hospitality Group and owner of the future Cambria Suites Suwanee. "I think business and leisure travelers alike will welcome a product like Cambria Suites with open arms. With everything from its state-of-the-art fitness center to its large guest suites to its social lobby atmosphere, it's truly a breath of fresh air for guests."

The 100-room Cambria Suites hotel will be located at or near 1222 Satellite Blvd., just minutes from the Gwinnett Convention Center and the new AAA baseball stadium currently under construction at the Mall of Georgia. The hotel will bring the latest in hotel innovation to the Suwanee/Duluth area. Like all Cambria Suites hotels, the Suwanee 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.

"The satisfaction scores from our guests at our currently open Cambria Suites hotels are off the charts and I think travelers here to Suwanee and the Atlanta area will love this brand just as much--it's got everything that today's travelers are looking for in a hotel," said William Edmundson, president of the Cambria Suites brand for Choice Hotels.

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.

"We're finding that developers across the country can't find enough good things to say about Cambria Suites," said Brad LeBlanc, vice president of franchise sales for Cambria Suites, Choice Hotels. "I think it's clear this brand has something that hotel owners and developers just aren't able to find with other brands."

To request information about Cambria Suites, visit the Cambria Suites Web site 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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