

Choice Hotels International Opens Cambria Suites Hotel in Pueblo, Colorado

New Upscale, Select Service All-Suites Brand Perfectly Combines Form and Function to Meet the Needs of Today's Travelers

PRNewswire

PUEBLO, Colo. and SILVER SPRING, Md.

Choice Hotels International, Inc. today announced that the Cambria Suites hotel in Pueblo, Colo. is officially open for business. The Cambria Suites Pueblo hotel is designed for guests who want to take their lifestyle with them when traveling, featuring a stylish design with guest suites that are 25 percent larger than standard hotel rooms. The 105-suite Cambria Suite hotel is owned and operated by AVKE, Inc. As of September 30, 2008, there are 65 Cambria Suites hotels under development across the United States and in Canada.

"We are extremely excited to open this Cambria Suites hotel in Pueblo, Colorado," said William Edmundson, president, Cambria Suites. After hosting guests since mid-October, an official grand opening ribbon-cutting celebration was held last week on November 14th, 2008 at the hotel and was attended by representatives of Choice Hotels, AVKE Inc., area businesses and members of the Pueblo Chamber of Commerce, the Latino Chamber, several city officials and county commissioners. Presentations were also made by Choice Hotels and AVKE, Inc. executives.

The Cambria Suites Pueblo hotel offers 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.

"We are privileged to be opening a Cambria Suites hotel here in Pueblo," said Avik Amin of AVKE, Inc. and owner of the Cambria Suites hotel.

All Cambria Suites hotels include Reflect, a casual dining and gathering 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 convenience store that stocks freshly prepared "grab 'n' go" salads and sandwiches as well as typical convenience store fare and healthy and organic foods. In addition, all hotels offer more than 1,000 square feet of meeting space. Every Cambria Suites hotel is committed to operational excellence and features the Cambria Pledge, an unconditional 100-percent satisfaction guarantee.

The Cambria Suites hotel is located adjacent to Pueblo's Historic River Walk. The hotel can be reached via phone at (719) 546-1234 or via fax at (719) 546-0134. For more information, visit www.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. In addition, via its Ascend Collection membership program, travelers in the United States, Canada and the

Caribbean have upscale lodging options at historic, boutique and unique hotels.

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

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