

Cambria Suites Opens Five New Properties in Five Weeks Despite Uncertain Economy Brand Continues to Focus on Growth

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SILVER SPRING, Md.

Cambria Suites, the newest brand of Choice Hotels International, Inc. , is pleased to announce the openings of five hotel properties in five weeks during the months of June and July. The new properties are located in: Traverse City, Mich. (opened June 23, 2009), Aurora, Colo. (opened June 27, 2009), Noblesville, Ind. (opened July 2, 2009), Maple Grove, Minn. (opened July 9, 2009), and Madison, Wis. (opened July 22, 2009).

Despite a challenging economy, the brand is growing nationally and is on schedule to develop and open an additional four properties in 2009.

"These openings are a very important accomplishment for us," said Kevin J. Lewis, President, Cambria Suites. "We're not immune to the tough economic climate out there, but we're continuing to look forward and are immensely proud of this growth."

Cambria Suites is 100 percent smoke-free, boasts a stylish design and offers a state-of-the-art fitness center, resort-style indoor pool and hot tub, barista gourmet coffee bar in the lobby and a contemporary bistro-style restaurant serving breakfast and dinner. The guest suites feature separate work and living areas with ergonomic chairs, movable desks, luxury linens and Bath and Body Works products in every bathroom.

The hotel also offers the latest in technology, including a 52-inch television in the open, airy two-story lobby and two flat-screen LCD televisions and MP3 jacks included in each suite. 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 on the road.

Traverse City, MI

The Cambria Suites Traverse City hotel is located in Michigan near the Village at Grand Traverse Commons, which offers countless historic buildings and cultural attractions. This location also provides easy access to many nearby institutions like the Munson Medical Center, Interlochen Center for the Arts, Northwestern Michigan College and the Cherry Capital Airport. The hotel is located at 255 Munson Avenue (US31) and can be reached via phone at (231) 778-9000 or via fax at (231) 946-7411.

Aurora, CO

The Cambria Suites Denver Airport/Aurora hotel is conveniently located just 10 miles from the Denver International Airport (DIA) and minutes from downtown Denver, CO. This location provides easy access to a number of area attractions like the Colorado Convention Center, Buckley Air Force Base and the Rocky Mountain Arsenal National Wildlife Refuge. The hotel is located at 16001 E. 40th Circle and can be reached via phone at (303) 576-9600 or via fax at (303) 373-1498.

Noblesville, IN

The Cambria Suites Noblesville hotel is conveniently located within walking distance of the Verizon Wireless Music Center and Hamilton Town Center shopping mall. The hotel is also close to a variety of attractions including the Indiana Transportation Museum, the Indiana State Fairgrounds and the Lawrence Soccer Complex. The hotel is located at 13500 Tegler Drive and can be reached via phone at (317) 773-4970 and via fax at (317) 773-4965.

Maple Grove, MN

The Cambria Suites Minneapolis/Maple Grove hotel is ideally located, near the North Memorial medical center and the Shoppes at Arbor Lakes, an exciting retail and entertainment district. This Maple Grove, MN hotel is 20 miles from Minneapolis-Saint Paul and popular attractions like the Mall of America, the Minneapolis Institute of Arts and the Metrodome multipurpose facility. The hotel is located at 9655 Grove Circle North and can be reached via phone at (763) 494-5556 or via fax at (763) 494-5553.

Madison, WI

The Cambria Suites Madison hotel is located minutes from downtown Madison. Visitors will enjoy being near area attractions, including the Capitol Square, the University of Wisconsin-Madison, the Kohl Center sports arena, the Alliant Energy Center multipurpose venue and the Overture Center for the Arts. The hotel is located at 5045 Eastpark Blvd and can be reached via phone at (608) 241-7070 or via fax at (608) 241-9090.

For more information on Cambria Suites or to book reservations at any of the properties, visit www.cambriasuites.com.

The hotels participate in Choice Privileges, the Choice Hotels rewards program where membership is free and offers points good towards free nights, airline miles or gift certificates while staying at Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn brand hotels in the United States (including Hawaii), Canada, Europe*, Mexico the Caribbean and Australasia. For reservations, call the Choice Hotels toll-free reservation line at 800.4CHOICE or visit choicehotels.com.

About Cambria Suites

Cambria Suites hotels boast a stylish design and guestrooms that are 25 percent larger than standard hotel rooms. Hotels 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. 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 items and healthy and organic foods. In addition, all hotels offer more than 1,000 square feet of meeting space.

About Choice Hotels

Choice Hotels International franchises more than 5,800 hotels, representing more than 475,000 rooms, in the United States and more than 30 countries and territories. As of March 31, 2009, 896 hotels are under construction, awaiting conversion or approved for

development in the United States, representing 70,381 rooms, and an additional 111 hotels, representing 9,114 rooms, are under construction, awaiting conversion or approved for development in more than 15 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 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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