

Ascend Hotel Collection Springboards Emerging "Mini-Brand" **enVision Hotels to replicate its Boston success in Everett, Massachusetts and beyond**

ROCKVILLE, Md., April 11, 2016 /PRNewswire/ -- Ascend Hotel Collection, a pioneer of the "soft brand revolution," continues to build on a year of rapid expansion by differentiating its offerings and attributes from the rest of the pack, this time by strategically identifying, incubating and helping to grow emerging single-property brands. The Ascend Hotel Collection, which is part of [Choice Hotels International, Inc.](#) (NYSE: CHH), one of the world's leading hotel companies, is a portfolio of distinctive upscale independent hotels and resorts known for the simplicity and flexibility it offers its member hotels worldwide.

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Building on the success of its first Ascend Hotel Collection property, the enVision Hotel Boston, the enVision Hotel Management Company announced plans to open three additional upscale properties in partnership with Ascend Hotel Collection. The first property, enVision Hotel Boston Everett, broke ground today.

"The Ascend Hotel Collection offers independent, upscale hoteliers the tools for success on any scale -- whether it's a single hotel or several," said Neil Cantor, head of Ascend Hotel Collection. "We provide our members the support and simplicity they need in an increasingly complex operating environment, without dictating how their hotels should look, feel or operate. It's like a greenhouse, we give our members an environment that helps them thrive, grow and breed more success."

"Ascend has given us the opportunity to expand the enVision experience," said Gautam Sharma, President, Global Vision Hotels. "The success of our enVision Hotel Boston speaks volumes to the support we receive from Choice Hotels and the Ascend Hotel Collection. Our properties are designed to give upscale travelers a vintage taste of the local surroundings, while enjoying modern amenities. We are excited to break ground on our Everett property and others, and look forward to continuing to grow our enVision brand within the Ascend Hotel Collection."

The enVision Hotel Boston Everett was designed for travelers seeking a unique Boston experience with neighborhood charm. Located at 1834 Revere Beach Parkway in the town of Everett, MA, just four miles outside of Boston proper, the 101 room boutique hotel is set to open in 2017. For more information on enVision hotels visit <http://envisionhotels.com/>.

Immediately upon joining the Ascend Hotel Collection, hoteliers can benefit from sharing best practices with likeminded fellow members as well as the backing of Choice Hotels, a proven leader in the lodging industry. Management and operational tools available to Ascend Hotel Collection properties include Choice's robust distribution, cutting edge technology and the Choice Privileges rewards program which has more than 25 million members worldwide.

Ascend Hotel Collection®: let the destination reach you.

The best travel experiences can't be found in a guidebook. That's why the one-of-a-kind, upscale properties in the Ascend Hotel Collection® membership program let you focus on your destination in a whole new way. Each Ascend® hotel is a unique reflection of its local community, with staff committed to sharing their insider knowledge of the places, moments and experiences that makes each destination special. You'll discover hidden treasures off the beaten path, and find the true local flavor you crave.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest lodging companies. With more than 6,400 hotels franchised in more than 35 countries and territories, Choice Hotels International® represents more than 500,000 rooms around the globe. As of December 31, 2015, 720 hotels were in our development pipeline. Our company's Ascend Hotel Collection®, Cambria® hotels & suites, Comfort

Inn®, Comfort Suites®, Sleep Inn®, Quality®, Clarion®, MainStay Suites®, Suburban Extended Stay Hotel®, Econo Lodge®, Rodeway Inn®, and Vacation Rentals by Choice Hotels(TM) brands provide a spectrum of lodging choices to meet guests' needs. With more than 25 million members and counting, our Choice Privileges® rewards program enhances every trip a guest takes, with benefits ranging from instant, every day rewards to exceptional experiences, starting right when they join. All hotels and vacation rentals are independently owned and operated. Visit us at www.choicehotels.com for more information.

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PR Newswire

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