

## **/CORRECTION -- Choice Hotels International, Inc./**

In the news release, Comfort Brand Hotels Continue Weekly Hotel Openings And Successful Transformation with its Truly Yours Prototype, issued 24-Oct-2017 by Choice Hotels International, Inc. over PR Newswire, we are advised by the company that the list of recent Comfort hotel openings in the fifth paragraph should not have included the entry for "Comfort Inn & Suites in Kemptville, Ont., Canada" as originally issued inadvertently. The complete, corrected release follows:

## **Comfort Brand Hotels Continue Weekly Hotel Openings And Successful Transformation with its Truly Yours Prototype**

ROCKVILLE, Md., Oct. 24, 2017 /PRNewswire/ -- The Comfort hotel brand continues to showcase category dominance in the upper midscale lodging segment through aggressive growth and implementation of the brand's Move to Modern initiative. With 10 new hotel openings in the last three months, the brand is on track to successfully execute its strategy of opening one hotel per week in 2017. As part of Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel companies, the new Comfort properties reflect the brand's transformation and new design, which includes a refreshed, modern look and feel.

"The Comfort brand has been reimaged. Our Truly Yours prototype offers a superior level of accommodations that help drive guest loyalty and a strong return on investment for franchisees," said Anne Smith, vice president, brand management and design, Choice Hotels. "As we rapidly expand, guests are experiencing the new Comfort, and developers and hoteliers can see the positive impact."

The Truly Yours design package, which includes a contemporary, welcoming exterior, lobby and guest rooms, is the cornerstone of the Comfort brand's Move to Modern initiative, introduced to enhance the brand's existing portfolio of hotels. Move to Modern is a phased approach, with all public spaces and guest rooms fully renovated across the brand by the end of 2019.

"Our development momentum demonstrates our commitment to have the Comfort brand lead in the upper midscale segment," said Brian Quinn, vice president, franchise development, Choice Hotels. "We don't just look at what our hoteliers need today, we also consider the long term, always providing franchisees with the tools to be successful for years to come."

The recent Comfort hotel openings are located across the country, and include a mix of new construction and conversion projects, including:

- Comfort Suites in Channelview, TX – 70 guest rooms
- Comfort Inn & Suites in Independence, KS – 53 guest rooms
- Comfort Inn & Suites in San Antonio – 92 guest rooms
- Comfort Inn & Suites in Biloxi, MS – 100 guest rooms
- Comfort Inn & Suites in Memphis, TN – 92 guest rooms
- Comfort Inn & Suites in Edgewood, NM – 70 guest rooms
- Comfort Inn & Suites in Junction City, KS – 60 guest rooms
- Comfort Inn in Saulte Ste. Marie, MI – 86 guest rooms
- Comfort Suites in North Charleston, SC – 100 guest rooms

There are more than 1,800 Comfort hotels open across North America in popular travel destinations, everywhere travelers want to stay.

### **Comfort® Rested.Set.Go.®**

The Comfort brand, franchised by Choice Hotels, has been trusted by travelers and hotel owners for more than 30 years. With a proven track record of reliability, convenience and value, both Comfort Inn and

Comfort Suites hotel properties offer everything you need to feel refreshed and ready to take on the day, whether you're traveling for business or leisure. Comfort is the largest 100 percent smoke-free hotel brand in the North America with more than 1,800 properties open and operating. With a Comfort brand hotel everywhere you need to be, complimentary amenities include a hot, hearty and healthy breakfast, free Wi-Fi, business center, and fitness center or swimming pool at most locations. Rested. Set. Go.® Because behind every great day is a great night. For more information, visit [www.choicehotels.com/Comfort-Inn](http://www.choicehotels.com/Comfort-Inn) or [www.choicehotels.com/Comfort-Suites](http://www.choicehotels.com/Comfort-Suites).

### **About Choice Hotels**

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest hotel companies. With over 6,500 hotels franchised in more than 40 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe. As of June 30, 2017, 792 hotels were in our development pipeline. Our company's Ascend Hotel Collection®, Cambria® Hotels, Comfort Inn®, Comfort Suites®, Sleep Inn®, Quality®, Clarion®, MainStay Suites®, Suburban Extended Stay Hotel®, Econo Lodge®, Rodeway Inn®, and Vacation Rentals by Choice Hotels® brands provide a spectrum of lodging choices to meet guests' needs. With more than 32 million members, 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](http://www.choicehotels.com) for more information.

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