

Choice Hotels Opens 10th Sleep Inn and MainStay Suites Dual-Brand Location

Pipeline Surpasses 70 as Concept Expands Throughout U.S.

ROCKVILLE, Md., Jan. 3, 2018 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel companies, reached a milestone today with its 10th Sleep Inn and MainStay Suites dual-brand location opening at the St. Louis Airport. In addition, there are more than 70 Sleep Inn and MainStay Suites dual-brand hotels in the pipeline as the innovative concept continues to grow rapidly in the United States.

"We are seeing great progress for our Sleep Inn and MainStay Suites dual-brand concept as it offers tremendous value to guests and developers," said Brian Quinn, vice president, franchise development, Choice Hotels. "Our state-of-the-art design allows guests to experience the key features of two distinctive brands during their stay to exceed their needs. At the same time, the dual-brand locations provide developers with construction and operational efficiencies, as well as the ability to deliver a product that appeals to business, leisure and extended stay guests – all under one roof. It truly is a win-win for everyone."

The Sleep Inn brand, a leader in midscale new construction, offers the lowest cost to build in the segment along with a smart design rooted in timeless nature elements. The evolved prototype, introduced in 2016, offers modern, enduring innovations that appeal to guests of today and tomorrow. MainStay Suites is an all-suites, extended stay brand with a new prototype, unveiled earlier this year that was inspired by hotel and residential design trends. The brand incorporates features such as open-concept community rooms and outdoor living spaces, and is designed for guests who are looking for long-term hotel options that feel like home. Sleep Inn and MainStay Suites dual-brand locations offer popular amenities, like free hot breakfast and Wi-Fi, meeting space, and business and fitness centers.

Choice recently opened three new Sleep Inn and MainStay Suites dual-brand locations in Bridgeton, Missouri, Big Spring, Texas and Moab, Utah. There are now 10 open in the U.S.

"Choice Hotels' Sleep Inn and MainStay Suites dual-brand is the perfect match for developers. It has provided me a strong return on my investment, and guests truly enjoy the flexibility that it offers for all types of travel," said Sam Ursani, Rukshana Hospitality LLC, owner of the Sleep Inn and MainStay Suites – St. Louis Airport in Bridgeton, Missouri. "Choice has been a great collaborator and offers all of the resources to bring this unique concept to life. The combination of two well-established brands and the efficiency of construction and operations have contributed to our success."

Sleep Inn® *Dream Better Here*®

Every Sleep Inn hotel offers a simply stylish stay that's designed to help our guests *Dream Better Here*. You'll find fresh, nature-inspired design elements that are modern but timeless, that create a relaxed and serene environment. An all-new construction brand, every Sleep Inn hotel is built with a specific vision in mind -- to be a sanctuary for travelers as well as an efficient property to build, operate, and maintain. Franchised by global lodging leader Choice Hotels, Sleep Inn properties boast strong product consistency and an established presence in the midscale hotel segment with nearly 500 Sleep Inn properties open and under development across North America. All Sleep Inn hotels include free Wi-Fi, a complimentary Morning Medley breakfast buffet with plenty of hot and cold options, swimming pool and/or fitness center. For more information, visit www.choicehotels.com/Sleep-Inn.

About MainStay Suites

MainStay Suites is an extended-stay hotel option that allows guests to live like home whether they're away for a week or a month. Each property offers a unique and distinctive experience for customers at an affordable price. Travelers can maintain their lifestyle during

their stay with attractive amenities including residential style suites, free high-speed internet access, free continental breakfast, fitness center and weekly housekeeping and guest laundry services. There are 60 MainStay Suites properties open across the United States and over 70 more in the pipeline. To learn more, visit www.choicehotels.com/mainstay.

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 September 30, 2017, over 800 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 33 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 for more information.

Forward-Looking Statement

Certain matters discussed in this press release constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Generally, our use of words such as "expect," "estimate," "believe," "anticipate," "should," "will," "forecast," "plan," "project," "assume" or similar words of futurity identify such forward-looking statements. These forward-looking statements are based on management's current beliefs, assumptions and expectations regarding future events, which in turn are based on information currently available to management. We caution you not to place undue reliance on any such forward-looking statements. Forward-looking statements do not guarantee future performance and involve known and unknown risks, uncertainties and other factors.

Several factors could cause actual results, performance or achievements of the company to differ materially from those expressed in or contemplated by the forward-looking statements. Such factors include, but are not limited to, changes to general, domestic and foreign economic conditions; foreign currency fluctuations; operating risks common in the lodging and franchising industries; changes to the desirability of our brands as viewed by hotel operators and customers; changes to the terms or termination of our contracts with franchisees; our ability to keep pace with improvements in technology utilized for marketing and reservations systems and other operating systems; our ability to grow our franchise system; exposure to risks related to development activities; fluctuations in the supply and demand for hotels rooms; our ability to realize anticipated benefits from acquired businesses; the level of acceptance of alternative growth strategies we may implement; operating risks associated with our international operations; the outcome of litigation; and our ability to manage our indebtedness. These and other risk factors are discussed in detail in the company's filings with the Securities and Exchange Commission including our annual reports on Form 10-K and our quarterly reports filed on Form 10-Q. We undertake no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.

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