Comfort Hotel Brand Successfully Opens More Than One Hotel Per Week in 2017

Strong 2017 Highlighted by Robust Growth, Pipeline and Brand Evolution

ROCKVILLE, Md., Jan. 17, 2018 /PRNewswire/ -- A proven leader in the upper midscale lodging segment, the iconic Comfort Hotel brand finished 2017 by opening 58 hotels and increasing the pipeline to nearly 300, one of the largest in its history. Franchised by Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel companies, the new Comfort hotels reflect the brand's transformation and new design, which includes a refreshed, modern look and feel.

"Opening more than one Comfort hotel per week in 2017 speaks to the demand and leadership of the brand in the upper midscale category," said Brian Quinn, vice president, franchise development, Choice Hotels. "Both developers and guests are seeing the impact of the recent improvements we have made to the Comfort brand, and we're excited to continue to take the brand to the next level."

In 2016, the Comfort brand launched the multi-phased *Move to Modern* initiative to enhance all hotels in the portfolio and deliver a better, more consistent experience for guests. Encompassing public spaces and guest rooms, *Move to Modern* has resulted in hundreds of renovations nationwide and affirms the brand's commitment to ensuring that every Comfort hotel has an up-to-date, refreshed look and feel. The brand's transformation strategy has resulted in an increased pipeline, with more than 140 franchise agreements executed in 2017.

"The Comfort transformation has positioned the brand for continued growth, and the guest response to everything we're doing – from welcome to goodbye – has been overwhelmingly positive," said Anne Smith, vice president, brand management and design. "We started 2017 by offering guests 100-percent smoke-free rooms at all Comfort hotels across the country, worked hard with our franchisees on our *Move to Modern* initiative, and ended the year with 58 new hotels opening."

The most recent additions to the Comfort Hotel portfolio can be found acrossthe United States and are comprised of new construction, rebranding and conversion projects, including:

- Comfort Inn in Greenville, SC – 120 guest rooms
- Comfort Inn in Matteson, IL – 108 guest rooms
- Comfort Suites in Oklahoma City, OK – 67 guest rooms
- Comfort Suites in North Charleston, SC – 98 guest rooms
- Comfort Suites in St. George, UT – 91 guest rooms
- Comfort Inn & Suites in Houston, TX – 80 guest rooms
- Comfort Inn & Suites at Salt Lake City Airport, UT – 110 guest rooms
- Comfort Inn & Suites in Baton Rouge, LA – 77 guest rooms
- Comfort Inn & Suites in Metairie, LA – 151 guest rooms
- Comfort Inn & Suites in Wichita, KS – 99 guest rooms
- Comfort Inn & Suites in Tavares, FL – 80 guest rooms
- Comfort Inn & Suites in Wilder, KY – 74 guest rooms

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

For more information on Comfort hotel development opportunities, please visit https://choicehotelsdevelopment.com/comfort/ to learn more.

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 or 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 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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