Comfort Brand Renaissance Results In Significant Growth

Brand transformation continues to build pipeline with 80 percent new construction

ROCKVILLE, Md., March 19, 2018 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel companies, has continued to transform the Comfort brand through bold moves and substantial investment. The Comfort brand plans to again open more than one hotel per week in 2018 with a pipeline of nearly 300 properties, 80 percent of which are new construction. From 2013 through 2019, Choice, along with its franchisees, will have invested $2.5 billion in its flagship brand driven by the *Move to Modern* initiative, a system-wide update to public spaces and guest rooms.

"The Comfort brand has undergone a renaissance," said Anne Smith, vice president, brand management and design, Choice Hotels. "With over 1,800 properties across North America, we're everywhere guests want to travel, whether on leisure or business, and we look forward to bringing the brand to even more major markets in 2018. Our decision to commit to improving the Comfort brand was the right one as the transformation has fortified the brand's position in the upper midscale segment and led to one of the largest pipelines in its history."

Choice plans to bring the Comfort brand to several primary markets in 2018, including Austin, Texas; Asheville, N.C.; Columbus, Ohio; Dallas; Denver; Nashville, Tenn.; New York; Oklahoma City; Philadelphia; and San Diego. The recent Comfort hotel openings are located across the country, and include a mix of new construction and conversion projects:

- Comfort Inn & Suites in Oklahoma City, Okla. – 87 guest rooms
- Comfort Inn & Suites in Humble, Texas – 61 guest rooms
- Comfort Inn & Suites in Niagara Falls, N.Y. – 82 guest rooms
- Comfort Inn in College Park, GA – 127 guest rooms
- Comfort Inn in Raleigh, N.C. – 128 guest rooms

"The Comfort brand is a proven leader in the upper midscale segment and there is continued runway for growth throughout the country," said Brian Quinn, head of development, new construction brands, Choice Hotels. "Developer interest in the Comfort brand remains strong due to the brand's prototype, value proposition, and strong return on investment."

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

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 6,800 hotels franchised in more than 40 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe, and as of February 1, 2018, more than 1,000 hotels were in its development pipeline. Our company's Ascend Hotel Collection®, Cambria® Hotels, Comfort Inn®, Comfort Suites®, Sleep Inn®, Quality®, Clarion®, MainStay Suites®, Suburban Extended Stay Hotel®, WoodSpring Suites®, Econo Lodge®, Rodeway Inn®, and Vacation Rentals by Choice Hotels® brands provide a spectrum of lodging choices to meet guests' needs. With more than 35 million members, our Choice Privileges® rewards program enhances every trip a guest takes, with benefits ranging from 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

This communication includes "forward-looking statements" about future events, including anticipated hotel openings. Such statements are subject to numerous risks and uncertainties, including construction delays, availability and cost of financing and the other "Risk Factors" described in our Annual Report on Form 10-K, any of which could cause actual results to be materially different from our expectations.

Addendum

This is not an offering. No offer or sale of a franchise will be made except by a Franchise Disclosure Document first filed and registered with applicable state authorities. A copy of the Franchise Disclosure Document can be obtained through contacting Choice Hotels International at 1 Choice Hotels Circle, Suite 400, Rockville, MD 20850, development@choicehotels.com.

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