

Sleep Inn Brand Brings Simply Stylish Design To New Hotel Associate Uniforms

ROCKVILLE, Md., May 3, 2018 /PRNewswire/ -- Sleep Inn, a proven leader in midscale, rolled out new uniforms today at Choice Hotels' 64th annual convention, demonstrating the brand's commitment to being a savvy investment that never goes out of style. The new uniforms are inspired by the brand's hotel prototype design, which features a timeless yet modern aesthetic to attract guests of today and tomorrow.

"Guests and developers alike love the nature-inspired, simply stylish design of the Sleep Inn brand," said Anne Smith, vice president, brand management and design, Choice Hotels. "And now, we're empowering franchisees to help us continue this success by selecting new uniforms for their employees that complement the hotel's timeless, modern Designed to Dream experience."

The new uniform options are being designed specifically for Sleep Inn hotels using smart fabrics and subtle branding, drawing from the Sleep Inn palate of greys with pops of its signature purple – all while being mindful of owners' investment. The update is meant to help associates feel comfortable and proud while doing their job, maintaining a 'happy to help' attitude with guests.

Sleep Inn franchisees get the first look at the options and will have the opportunity to vote on their preferred styles. The most popular uniforms will start to appear in hotels by the end of the year following a beta test this summer.

"Uniforms are yet another way the Sleep Inn brand delivers on its commitment to affordable style," said Kristen Salotti, director, brand strategy, Choice Hotels. "From the nature-inspired timeless look to the exclusive ZENSES bath line, every element at Sleep Inn properties is designed to deliver a happy night's rest to guests."

The Sleep Inn brand provides a reliable, simply stylish stay at an affordable price, while also catering to owners and developers looking for a savvy investment as the lowest cost way to build new construction in the midscale space.

For more information on Sleep Inn development opportunities, please visit <https://choicehotelsdevelopment.com/sleepinn/>.

Sleep Inn® *Dream Better Here*®

Every Sleep Inn hotel offers a simply stylish stay that's designed to help 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 over 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 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®, 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.

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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