

Cambria Hotels Opens in Mount Pleasant, South Carolina

ROCKVILLE, Md., July 31, 2018 /PRNewswire/ -- [Choice Hotels International, Inc.](#) (NYSE: CHH) in collaboration with developers SpringBridge Development, LLC and Landmark Enterprises, today opened the doors of the [Cambria Hotel Mount Pleasant](#) in coastal South Carolina. The new Cambria hotel represents the first of several properties slated to open throughout the state.

The 112-room property is located at 1472 Highway 17, just minutes from the Downtown Charleston business and historic districts and the beautiful beaches of Sullivan's Island. Coastal scenery and a lively mix of acclaimed restaurants and bars surround the hotel, allowing guests to fully experience all that the greater Charleston region has to offer.

"Travel and tourism in South Carolina, including Charleston and Mount Pleasant, continues to break records, with guests coming from across the country and around the world to enjoy the area's rich history and southern hospitality, scenic beaches, local cuisine and growing business community," said Janis Cannon, senior vice president, upscale brands at Choice Hotels. "Expanding the Cambria brand throughout the region allows us to offer modern travelers the upscale guest experience they crave while on the road. We look forward to opening several other Cambria properties in key South Carolina markets, including Charleston Riverview, Fort Mill, Greenville, Rock Hill, and Summerville."

The Cambria Hotel Mount Pleasant features several hallmarks of the Cambria brand with all the essentials guests need to maximize their stay, including:

- Spa-style bathrooms with Bluetooth mirrors
- Contemporary and sophisticated guest rooms with plush bedding
- Menus featuring freshly made food, local craft beer, wine, specialty cocktails, and small bites
- Locally inspired design
- Fully-equipped fitness center
- Multi-function meeting spaces

The property was co-developed by SpringBridge Development, LLC and Mount Pleasant-based Landmark Enterprises.

"The Cambria Hotel Mount Pleasant opening marks the successful expansion of our upscale portfolio in South Carolina. Choice Hotels has been an incredible resource in helping us bring our newest property to fruition," said Grey Raines, managing partner, SpringBridge Development. "The greater Charleston region boasts a strong economic growth trajectory and we look forward to our continued development and collaboration with Choice."

"Introducing the Cambria brand to Mount Pleasant allows us to invest in the city we call home," said Jason Ward, president, Landmark Enterprises. "The Cambria Hotel Mount Pleasant thoughtfully blends contemporary style with classic Southern charm, and our new upscale hotel will be a destination for visitors and locals alike."

About Cambria Hotels

Cambria® Hotels is designed for the modern traveler, offering guests a distinct experience with simple, guilt-free indulgences allowing them to treat themselves while on the road. Properties feature compelling design inspired by the location, spacious and comfortable rooms, flexible meeting space, and local freshly prepared food and craft beer. Cambria Hotels is rapidly expanding in major U.S. cities, with hotels open in Chicago, New York City,

Pittsburgh, Washington, D.C., and Los Angeles. There are more than 35 Cambria properties open across the United States, and over 100 hotels open or in the pipeline in the U.S. and Canada. To learn more, visit www.choicehotels.com/cambria.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) is one of the largest and most successful lodging franchisors in the world. With more than 6,800 hotels, representing more than 550,000 rooms, in over 40 countries and territories as of March 31, 2018, the Choice family of hotel brands provide business and leisure travelers with a range of high-quality lodging options from limited service to full-service hotels in the upscale, midscale, extended-stay and economy segments. Choice Privileges®, an award-winning loyalty program, offers members benefits ranging from everyday rewards to exceptional experiences. For more information, visit www.choicehotels.com.

About SpringBridge Development, LLC

SpringBridge Development, LLC is led by Grey Raines, Chris Scott, and Jay Ham. With a focus on hospitality and commercial development, SpringBridge currently has multiple projects under development across the state of South Carolina. These projects are in various stages of development from under construction to land acquisition and brand positioning. The projects are select-service and extended-stay properties in established and emerging markets, as well as tenants and multi-tenant commercial properties. For more information, visit www.springbridgedevelopment.com.

About Landmark Enterprises, Inc.

Headquartered in Mount Pleasant, South Carolina, Landmark Enterprises, Inc. was founded in 1974 by Eugene W. Blanton and is led by Jason M. Ward. It is one of the most trusted and proven full-service commercial real estate development companies in the Southeast. Its professional staff has deep technical knowledge and skills in the areas of real estate development, property management, and brokerage. Known throughout the local market for successfully guiding our clients through all manner of real estate challenges, Landmark has been a recognized leader in South Carolina's real estate development industry for over 40 years. Landmark Enterprises has developed and owned over 75 large-scale commercial development projects, including office, hospitality, industrial, and historic rehabilitation projects. With six active projects currently under development, we continue that tradition of excellence today. For more information, visit www.landmark-enterprises.com.

Forward-Looking Statement

This communication includes "forward-looking statements" about future events, including anticipated expenditures on brand improvements and 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.

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