

Boutique Wine Country Hotel Joins The Ascend Hotel Collection

ROCKVILLE, Md., Oct. 1, 2018 /PRNewswire/ -- The Ascend Hotel Collection, the world's first and largest soft brand, continues to expand its portfolio in high barrier-to-entry markets, including Brooklyn, Hawaii, Miami, and now Napa Valley, Calif., with this latest addition: Hotel Napa Valley. The Ascend brand portfolio of best-in-class unique, boutique, and historic independent hotels and resorts by Choice Hotels International (NYSE: CHH) plans to continue its growth with 15 new openings anticipated by the end of 2018.

The Hotel Napa Valley is near the country's finest wineries and within walking distance to the downtown area, renowned for its restaurants, wine-tasting salons, and shops—all nestled along the Napa River waterfront. Built in 1874, the hotel retains the historic and charming details of old-world Napa, such as stone flooring, original ancient redwood accents, and landscaping marked by old-growth fir trees. Guests of Hotel Napa Valley can enjoy a quaint atmosphere without sacrificing modern amenities, including:

- Complimentary nightly wine reception featuring local vineyards and homemade treats
- Complimentary breakfast
- Select rooms and suites feature large spa tubs, walk-in showers, and stone fireplaces
- Complimentary tea, hot cocoa, and French press coffee in the lobby
- Lounge area and a business center that is open 24 hours a day

As an Ascend Hotel Collection member, The Hotel Napa Valley participates in the award-winning Choice Privileges loyalty rewards program, rated no. 1 in *USA Today's* 10Best Readers' Choice Awards list for two consecutive years and named a top hotel loyalty program by *U.S. News & World Report* for three consecutive years. The free membership offers fast rewards, and exclusive member rates for those who book directly at www.choicehotels.com. Members can earn and redeem points towards free nights, airline miles, and more while staying at any of Choice's 11 global brand participating hotels.

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.

Ascend Hotel Collection: Let the Destination Reach You.

The Ascend Hotel Collection® global portfolio of unique, boutique, and historic independent hotels and resorts is part of Choice Hotels International, one of the world's largest leading hotel companies. Recognized as the hotel industry's first "soft brand" concept, the Ascend Hotel Collection portfolio includes more than 200 properties open and operating worldwide, including in France, the United Kingdom, Denmark, Finland, Ireland, Norway, Sweden, Turkey, Australia, Canada, Ecuador, and the Caribbean region. Membership with the Ascend Hotel Collection enables distinctive, independent properties to gain a global presence while maintaining their local charm. For more information, visit www.choicehotels.com/Ascend.

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 June 30, 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. The award-winning Choice Privileges® loyalty program, offers members benefits ranging from everyday rewards to exceptional experiences. For more information, visit www.choicehotels.com.

Forward-Looking Statement

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