

Choice Hotels to Develop New Cambria Hotel in Alpharetta, Georgia

ROCKVILLE, Md., Nov. 12, 2018 /PRNewswire/ -- [Choice Hotels International, Inc.](#) (NYSE: CHH) has signed an agreement with an affiliate of HB Capital Management LLC, to develop a Cambria Hotel in Alpharetta, Georgia. The five-story, 144-room upscale hotel is slated to open in 2020.

The Cambria Hotel in Alpharetta is located at the intersection of Morris Road and Webb Bridge Road in a mixed-use development by Alpharetta-based developer Mayfair Street Partners, known as "Mayfair at Webb Bridge." Alpharetta, which is recognized as the "Technology City of the South," includes a quarter of metropolitan Atlanta's top-25 tech employers, such as the Microsoft Technology Center, LexisNexis Risk Solutions, and ADP. The hotel is also a short drive to charming Main Street in Downtown Alpharetta—where guests can enjoy local dining, arts and culture, and shopping—and just east of Avalon, a 500,000-square-foot development that features a movie theater, seasonal ice-skating rink, shopping, and dining experiences.

"Alpharetta is one of the top-10 fastest-growing cities in the U.S., making it an ideal location for Cambria's second location in the state of Georgia," said Mark Shalala, vice president, franchise development, upscale brands at Choice Hotels. "The Cambria Hotel in Alpharetta will join the soon-to-open Cambria Hotel Savannah Historic District in delivering the distinct, upscale experience guests have come to expect from the brand."

The Cambria Hotel in Alpharetta will feature upscale amenities that appeal to modern travelers, including:

- Immersive, spa-style bathrooms with Bluetooth mirrors
- Contemporary and sophisticated guest rooms, complete with modern fixtures, abundant lighting, and plush bedding
- An indoor swimming pool
- Onsite dining featuring freshly made food, local craft beer, wine, specialty cocktails, and small bites
- Multi-function meeting space
- State-of-the-art fitness center
- Locally inspired design

"Alpharetta's rapid growth has made it a thriving tourist destination and a hub for new and relocating technology companies," said Steven Hurowitz, managing member of HB Capital. "The Cambria Hotel in Alpharetta will introduce a new way for travelers to immerse themselves in the city's culture while catering to their needs. We look forward to teaming with Choice Hotels to add another Cambria hotel to our portfolio."

For more information on Cambria Hotels development opportunities, visit www.choicehotelsdevelopment.com/cambriahotels/.

About Cambria Hotels

The Cambria® Hotels brand 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 nearly 40 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 6,900 hotels, representing more than 560,000 rooms in over 40 countries and territories as of September 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.

HB Capital Group, LLC

HB Capital Group, LLC ("HB") is a privately-held, real estate owner, investor and developer based in Miami, Florida. The company focuses on the acquisition, asset management and development of value-add real estate assets in primary and secondary markets principally in the Southeastern United States. HB's portfolio includes hospitality, retail, residential, office and industrial assets across 10 states. The company applies a highly-focused, operational approach to all of its assets, leveraging its experience to more efficiently operate, reduce costs where accretive and offer better space and service to tenants and guests. For more information, visit <http://www.hbcapital.com/about.html>.

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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Additional assets available online:  [Photos \(1\)](#)

<https://media.choicehotels.com/2018-11-12-Choice-Hotels-to-Develop-New-Cambria-Hotel-in-Alpharetta-Georgia>