

Sleep Inn Brand Continues Expansion With Oklahoma City Hotel Opening

ROCKVILLE, Md., Dec. 27, 2018 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH) continues to expand the footprint of its proven midscale *Sleep Inn* brand with the opening of an 82-room, four-story hotel in Yukon, Okla. The Sleep Inn brand has nearly 550 properties open or in the pipeline globally, with recent hotel openings in major markets, including Houston; Denver; Tampa, Fla.; and Fort Worth, Texas.

The Sleep Inn & Suites Yukon is a short drive to the state capital and the Oklahoma City Airport. The hotel is near several leisure attractions, including the National Cowboy & Western Heritage Museum, Sandridge Sky Trail, the Oklahoma City Museum of Art, and the popular OKC Outlets shopping center. The property is also near the historic Route 66, which runs through Downtown Yukon, and West Main Street, where visitors can experience local dining and entertainment.

The hotel features the Sleep Inn brand's refreshed *Designed to Dream* prototype, which provides guests with a timeless, simply stylish, nature-inspired aesthetic. In addition to an efficient footprint, the brand offers the lowest build costs for owners in the midscale segment.

The Sleep Inn & Suites Yukon is owned and operated by Star Lodging, LLC. For more information on Sleep Inn hotel development, visit choicehotelsdevelopment.com/sleepinn/.

Sleep Inn® Dream Better Here®

Every Sleep Inn hotel offers a simply stylish stay that's designed to help our 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 nearly 550 Sleep Inn properties open or in the pipeline worldwide. 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 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.


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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