

## **Comfort Brand Caps 2018 with Transformation Progress and Development Growth**

### **Nearly 120 Franchise Agreements Awarded as Brand Expands**

ROCKVILLE, Md., Jan. 28, 2019 /PRNewswire/ -- The Comfort brand, franchised by [Choice Hotels International, Inc.](#) (NYSE: CHH), continues to advance its transformation with over 700 properties certified *Move to Modern*, 450 hotels in the process of obtaining new signage, and more than 170 hotels having installed new signs. In addition, Choice awarded close to 120 Comfort brand franchise agreements in 2018 as it expands around the country.

The new Comfort signage, which was unveiled in May 2018, can now be seen on hotels in top markets, such as Austin, Texas, Charlotte, N.C., Little Rock, Ark., and Seattle, signaling the brand's refreshed look and feel as guests check-in and experience the modern interior.

"We have been working tirelessly to enhance the guest experience at all of our Comfort hotels, and the response from travelers and franchisees has been incredible," said Anne Smith, vice president, brand management, design and compliance, Choice Hotels. "Comfort hotels that have completed renovations are already outperforming the rest of the brand. We couldn't be more excited with the brand's transformation and the new logo, especially as the new signs start to appear at hotels across the country."

The new signage is the final step in the Comfort brand's \$2.5 billion long-term investment along with franchisees that includes refreshed lobbies, upgraded guest rooms, and 100-percent smoke-free hotels.

"Comfort's new look and feel continues to attract developers who want a proven brand they know will be successful," said Brian Quinn, vice president, head of development, new construction brands, Choice Hotels. "The nearly 120 Comfort brand franchise agreements awarded last year illustrates its consistent strong demand and fuels future growth."

With a U.S. pipeline of nearly 300 properties – 80 percent of which are new construction – Comfort will open more than one hotel per week in 2019, including hotels in several primary markets, such as Brooklyn, N.Y., Columbus, Ohio, Pittsburgh, Sarasota, Fla. and San Antonio.

For more information on Comfort Hotels development opportunities, visit [choicehotelsdevelopment.com/comfort/](http://choicehotelsdevelopment.com/comfort/).

### **Comfort® Rested. Set. Go.®**

The Comfort brand, franchised by Choice Hotels, has been trusted by travelers and hotel owners for more than 30 years. With Comfort Inn, Comfort Inn & Suites and Comfort Suites hotel properties nationwide, the Comfort brand family is ready to take care of guests everywhere they need to be. And with hundreds of newly renovated properties, the Comfort brand is committed to helping guests feel refreshed and ready to take on the day, whether they are traveling for business or leisure. Comfort is the largest 100 percent smoke-free hotel brand in North America with more than 1,800 properties open and operating. At Comfort hotels, complimentary amenities include a hot, hearty and healthy breakfast, free Wi-Fi, business center, and fitness center or swimming pool at most locations. Rested. Set. Go.® Because behind every great day is a great night. For more information, visit [www.choicehotels.com/Comfort-Inn](http://www.choicehotels.com/Comfort-Inn), [www.choicehotels.com/Comfort-Suites](http://www.choicehotels.com/Comfort-Suites) or <https://choicehotelsdevelopment.com/comfort/>.

### **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 franchised 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. Comfort, Comfort Inn, Comfort Inn & Suites, Comfort Suites, Sleep Inn, MainStay Suites, and Ascend Hotel Collection are registered trademarks of Choice Hotels International. For more information, visit [www.choicehotels.com](http://www.choicehotels.com).

### **Forward-Looking Statement**

This communication includes "forward-looking statements" about future events, including anticipated development 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.

### **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](mailto:development@choicehotels.com).

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<https://media.choicehotels.com/2019-01-28-Comfort-Brand-Caps-2018-with-Transformation-Progress-and-Development-Growth>