

The New Comfort Debuts 500th Hotel With Refreshed Branding

New Exterior Signage in Dalton, Ga., Signals to Guests that Something's New on the Inside

ROCKVILLE, Md., Oct. 7, 2019 /PRNewswire/ -- The Comfort hotel brand, franchised by Choice Hotels International, Inc. (NYSE: CHH), reached a milestone in its transformation journey with the opening of the 500th hotel featuring the new logo in Dalton, Georgia. More than 1,000 hotels in Comfort's domestic system have now completed interior renovations with updated guestrooms and refreshed public spaces, and nearly one-third of the brand now reflects its modern identity on the *outside* of the hotel with new signage.

"Choice's multi-year, \$2.5 billion investment with its franchisees has resulted in a new-and-improved brand for guests — and we're receiving resounding feedback that Comfort is better than ever," said Megan Brumagim, vice president, brand management, design and compliance, Choice Hotels. "We look forward to all Comfort hotels showcasing the new logo on their exterior signage in the near future — a sign of change on the outside that communicates to guests something's new on the inside."

Nestled in the foothills of the Blue Ridge Mountains at 905 West Bridge Rd., the four-story, 76-room Comfort Inn & Suites Dalton Georgia is the latest hotel to showcase the brand's new look and feel. Located off Interstate 75 near the Dalton Convention Center, the hotel is surrounded by the local arts-and-culture scene as well as picturesque landscapes.

The Comfort Inn & Suites Dalton Georgia is designed to meet the needs of business and leisure guests with amenities that include:

- Modern guestrooms with premium pillows, bedding and bath features.
- Business center, meeting space, and open lobby with room to work and socialize, including free Wi-Fi.
- Indoor heated pool and 24-hour fitness center.
- Complimentary hearty and healthy breakfast, featuring the brand's signature waffles, eggs, breakfast meats, pastries, yogurt, and fresh coffees and teas.
- 100% smoke-free facilities.

"Franchisees love the new Comfort brand as much as guests. In fact, the brand's renovation program is creating so much demand in the development community that franchise agreements increased by nearly 50% in the first half of 2019 compared to last year," said Brian Quinn, head of development, new construction brands, Choice Hotels.

The Comfort brand has more than 300 properties in its pipeline, 80 percent of which are new construction. Comfort is also on pace to open more than one hotel per week in 2019, with locations in major cities, like Dallas; Nashville, Tennessee; Pittsburgh; San Antonio; and San Diego.

The Comfort Inn and Suites Dalton Georgia is the first Choice-branded hotel owned by Yogesh Patel.

For more information on Comfort Hotels development opportunities, visit www.choicehotelsdevelopment.com/comfort/.

About Comfort®

The Comfort brand, franchised by Choice Hotels, has been trusted by travelers and hotel owners for nearly 40 years. With over 2,100 hotels open worldwide, Comfort Inn, Comfort Inn & Suites, and Comfort Suites are ready to welcome business and leisure travelers everywhere they need to be. The Comfort brand family is steadily progressing on a multiyear transformation initiative that has resulted in updated guest rooms, refreshed public spaces, and a new, modern logo — signaling to guests on the outside of the hotel that something's new on the inside. As the largest 100% smoke-free hotel brand in North

America, Comfort hotels offer complimentary amenities that include a hot, hearty, and healthy breakfast, free Wi-Fi, business center, and fitness center or swimming pool at most locations. For more information, visit www.choicehotels.com/comfort-hotels.

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 7,000 hotels, representing nearly 570,000 rooms, in over 40 countries and territories as of June 30, 2019, the Choice® family of hotel brands provides 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

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.

© 2019 Choice Hotels International, Inc. All rights reserved.

SOURCE Choice Hotels International, Inc.

For further information: Choice Hotels: Pearl Amaechi, Tel: 301-592-6122, Email: Pearl.Amaechi@choicehotels.com

Additional assets available online:  [Photos \(2\)](#)

<https://media.choicehotels.com/2019-10-07-The-New-Comfort-Debuts-500th-Hotel-With-Refreshed-Branding>