

Cambria Hotels Introduces Third Florida Location In Madeira Beach

Waterfront Hotel Welcomes Guests with Ocean Views and Upscale Accommodations as the State Reopens

ROCKVILLE, Md., June 10, 2020 /PRNewswire/ -- Cambria Hotels, an upscale brand franchised by Choice Hotels International, Inc. (NYSE: CHH), continues its expansion with the opening of the Cambria Hotel St. Petersburg – Madeira Beach Marina. The five-story, 125-room hotel joins the Cambria Hotel Ft. Lauderdale Airport South & Cruise Port and the Cambria Hotel Miami Airport – Blue Lagoon as the brand's third location in Florida.

The Cambria Hotel St. Petersburg – Madeira Beach Marina is situated at 15015 Madeira Way in Madeira Beach, Florida. The waterfront hotel is conveniently located in Madeira Beach Town Center, near leisure attractions such as John's Pass Village & Boardwalk, the Salvador Dali Museum, Florida Botanical Gardens and War Veterans Memorial Park. There are several scenic beaches within walking distance, including Madeira Beach, Archibald Beach Park and Redington Beach. Additionally, the hotel is just a short drive away from St. Pete Beach, currently ranked among TripAdvisor's "Top 25 Beaches" in the United States. The property's location also provides easy access to major area employers and company headquarters, including the Home Shopping Network, Spectrum, Johns Hopkins All Children's Hospital and the University of South Florida.

"The Tampa Bay region has emerged in recent years as a highly sought-after destination in the state, and we are thrilled to be expanding the Cambria brand to Florida's Gulf Coast," said Janis Cannon, senior vice president, upscale brands, Choice Hotels. "As the state reopens, the Cambria Hotel in Madeira Beach is ready to welcome guests when they are ready to travel, with its airy Gulf Coast views, central location and tranquil design that pays homage to the area's boating culture and iconic white sand beaches. In fact, we want travelers to know that whenever and wherever their next trip may be, all of our Cambria hotels will be there with accommodations and amenities to help them feel at ease."

The Cambria Hotel St. Petersburg – Madeira Beach Marina features upscale amenities and approachable indulgences that appeal to modern travelers, including:

- Contemporary and sophisticated guest rooms, complete with modern fixtures, abundant lighting and plush bedding.
- Immersive, spa-style bathrooms with Bluetooth mirrors.
- Onsite dining featuring freshly made food, local craft beer, wine and specialty cocktails, now also including to-go options.
- Multi-function, indoor-outdoor meeting and event spaces.
- State-of-the-art fitness center.
- Rooftop bar with panoramic Gulf Coast views.
- Rooftop infinity pool.

Cambria hotels are also participating in *Commitment to Clean*, which is Choice Hotels' holistic approach to supplying franchisees and their employees with the tools they need to help Choice-branded hotels achieve superior levels of cleanliness, and address health and safety concerns associated with the COVID-19 pandemic. The initiative enhances existing best practice guidance for deep cleaning, disinfecting, hygiene and social distancing. Additionally, Cambria guests can limit their interactions with hotel staff by using the Cambria Contactless Concierge Service, a text messaging service for housekeeping requests, to-go food orders, meeting room requests and more.

The Cambria Hotel St. Petersburg – Madeira Beach Marina was developed by Madeira Hotel Investors, LLC. There are over 50 Cambria hotels open across the U.S. in popular cities such as Chicago, Los Angeles, New York, New Orleans, Phoenix and Washington, D.C., with 82 hotels in the pipeline.

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, Los Angeles, New York, Pittsburgh and Washington, D.C. There are over 130 Cambria properties open or in the pipeline across the United States, with more than 50 currently open. To learn more, visit www.choicehotels.com/cambria.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) is one of the largest lodging franchisors in the world. With more than 7,100 hotels, representing over 590,000 rooms, in over 40 countries and territories as of March 31, 2020, 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

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 and quarterly reports on Form 10-Q, 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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