World's Largest Comfort Hotel Opens at Stockholm Arlanda Airport in Sweden

ROCKVILLE, Md. (Feb. 28, 2020) – Nordic Choice Hotels, the Scandinavian master franchisee of Choice Hotels International, Inc. (NYSE: CHH), has opened the doors to the Comfort Hotel Arlanda Airport in Stockholm, Sweden. The 503-room hotel is the largest in the Comfort brand system worldwide and is one of several new hotels that Nordic Choice expects to add to the Choice portfolio over the next three years, including the Comfort Hotel Copenhagen Airport later this year and Comfort Hotel Vantaa Airport in Helsinki in 2023.

"The newly opened Comfort Arlanda Airport is a great example of how the brand continues to break into major markets around the world," said Megan Brumagim, vice president, brand management, design and compliance, Choice Hotels. "With convenient access to Stockholm, this hotel also serves as a gateway to the rest of Europe, making it an excellent option for business and leisure travelers."

Located between terminals 4 and 5 at the Stockholm Arlanda Airport, guests of the new hotel will only have a two-minute walk to the international terminal. It's also near one of Sweden's busiest train stations, providing easy access to everything the area offers, including picturesque greenery, islands, historic buildings, cobblestone streets, museums, shopping and restaurants. Additionally, the hotel features multiple places to dine, including Barception in the lobby, Anorak Bar on the twelfth floor and a rooftop bar with a mile-wide view where guests can watch planes take off and land.

The Comfort brand is designed to meet the needs of business and leisure travelers, and features several on-property amenities such as:

- Modern guestrooms with premium pillows, bedding and bath features.
- Business centers, meeting space and open lobbies with room to work and socialize, including free Wi-Fi.
- 24-hour fitness centers.
- 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.

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 lodging franchisors in the world. With more than 7,000 hotels, representing more than 590,000 rooms, in over 40 countries and territories as of December 31, 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.

About Nordic Choice Hotels

Nordic Choice Hotels is one of the largest hotel groups in the Nordic region with over 200 hotels and 17,000 employees in the Nordic and Baltic countries. The company markets the Comfort Hotel, Quality Hotel, Clarion Hotel and Clarion Collection chains, as well as 34 independent hotels and the longstay brand Strawberry Living.

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.

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