Cambria Hotels Continues To Grow South Carolina Footprint With Columbia Groundbreaking

Upscale Brand to Add Seventh Hotel in Palmetto State

ROCKVILLE, Md., May 27, 2021 /PRNewswire/ -- Cambria Hotels, an upscale brand franchised by Choice Hotels International, Inc. (NYSE: CHH), continues to rapidly expand around the country with the official start of construction on a Cambria hotel in Columbia, South Carolina. The four-story, 144-room upscale hotel is expected to open in Spring 2022, joining six other properties around the state in Charleston, Fort Mill, Greenville, Mount Pleasant, Rock Hill and Summerville.

Situated at 1000 Lady Street, the Cambria Hotel Columbia Downtown is in the heart of the Vista, Columbia's premier arts and entertainment district, which features museums, local shops and restaurants. The hotel places guests within walking distance to attractions such as the South Carolina State House and the Columbia Metropolitan Convention Center, easy access to sporting events at Colonial Life Arena and Williams-Brice Stadium, as well as major employers including Fort Jackson and the University of South Carolina. For guests who want to explore nature,Columbia offers several state parks and lakes to camp, fish and kayak.

"South Carolina offers a little bit of everything – a rich arts and culture scene, world-class dining, as well as connections to universities, major national and regional employers, not to mention active development in Columbia, the state's capitol. That's why we're so pleased to bring another convenient option to guests in the second largest city in the state," said Janis Cannon, senior vice president, upscale brands, Choice Hotels. "The Cambria Hotel Columbia Downtown reflects the essence of our fast-expanding Cambria brand with its prime location in the heart of the city, interior design that captures the area's charm, and upscale amenities that allow guests to stay at their absolute best."

The Cambria Hotel Columbia Downtown will feature upscale amenities and approachable indulgences that appeal to modern travelers, including:

- Multi-purpose indoor and outdoor spaces for productive work or relaxation.
- Locally inspired design décor, reflecting the unique personality of the surrounding community, including artwork from local artists that celebrate Columbia's rich history of agricultural and textile manufacturing success in an abstract and light-hearted way.
- Contemporary and sophisticated guest rooms, complete with design forward fixtures, abundant lighting and plush bedding.
- Immersive, spa-style bathrooms with Bluetooth mirrors.
- Onsite dining with freshly made food, local craft beer, wine and specialty cocktails, now also including to-go options as well as outdoor seating.
- Multi-function meeting and event spaces.
- State-of-the-art fitness center.

All Choice-branded hotels are participating in *Commitment to Clean*, an initiative that builds upon the strong foundation of franchisees' long-standing dedication to cleanliness with enhanced training and best practices for deep cleaning, disinfecting 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 Columbia Downtown will be developed in collaboration with HighSide Development, manager Pyramid Hotel Group, architect LS3P, interior designer Elementum, and builder McCrory Construction. There are currently nearly 60 Cambria hotels open across the U.S. in popular cities such as Chicago, Los Angeles, New York, New Orleans and Phoenix, with nearly 80 hotels in the pipeline.

For more information on Cambria Hotels development opportunities, visit 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 nearly 60 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 nearly 600,000 rooms, in over 40 countries and territories as of March 31, 2021, 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 hotel development and 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 our 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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