

## Choice Hotels Expands Upscale Brands Development Teams

**ROCKVILLE, Md. (March 29, 2018)** – Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel companies, announced David Hale and Chris Leiser have joined the company as part of the Cambria Hotels and Ascend Hotel Collection development teams in the Midwest region.

Hale, newly appointed director of franchise sales for the Ascend Hotel Collection, Midwest, and Leiser, director of development for Cambria Hotels, Midwest, will both be responsible for leading the growth of the company's upscale portfolio throughout the region. In addition to building relationships with current and prospective owners and developers, they will oversee the area's strategic business plan, site selection and the successful property onboarding for their respective brands.

"The Cambria Hotels and Ascend Hotel Collection brands have experienced robust growth in the past year, increasing total franchise signings by 32 percent and opening in many highly sought-after locations, such as Chicago, Los Angeles, New Orleans, Dallas and Hawaii," said Mark Shalala, vice president, development, upscale brands, Choice Hotels. "To fuel our continued success in the segment and key markets, our development team is actively looking for top talent to bring the brands to the next level. Chris comes to Choice with an extensive background in real estate and franchise development, and David joins the company with considerable sales and hotel development experience. We look forward to adding their expertise and leading our upscale development efforts throughout the Midwest region."

Combined, Hale and Leiser bring more than 30 years of experience to Choice Hotels. Prior to joining Choice, Hale served as vice president of sales, hotel business development for Spire Hospitality. There, he was responsible for identifying new development opportunities and negotiating all hotel management agreements for the company. Earlier in his career, he also held sales and revenue management positions for Hilton Worldwide and Interstate Hotels and Resorts.

Leiser comes to Choice from Wyndham Hotel Group, where he most recently served as senior sales director for the company's upscale and full-service brands in the Pacific and previously the Midwest region. In this role, he was responsible for driving unit growth for eight of the company's brands. Earlier in his career, he held various positions in commercial real estate

For more information on Choice Hotels development teams, and upscale development opportunities, please visit <https://choicehotelsdevelopment.com/>.

### **Ascend Hotel Collection: let the destination reach you**

The Ascend Hotel Collection® is a global portfolio of unique, boutique and historic independent hotels and resorts and is part of Choice Hotels International, one of the world's leading hotel companies. Recognized as the hotel industry's first "soft brand" concept, the Ascend Hotel Collection has more than 200 properties open and operating worldwide, including in France, the United Kingdom, Denmark, Finland, Ireland, Norway, Sweden, Turkey, Australia, Canada, Ecuador and the Caribbean region. Membership with the Ascend Hotel Collection enables distinctive, independent properties to gain a global presence while maintaining their local charm. For more information, visit [www.choicehotels.com/Ascend](http://www.choicehotels.com/Ascend).

### **About Cambria Hotels**

Cambria® Hotels are 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, New York City, Dallas, Washington, D.C., and Los Angeles. There are more than 35 Cambria properties open across the United States, and there are more than 100 hotels open or in the pipeline in the U.S. and Canada. To learn more, visit [www.cambriahotelsandsuites.com](http://www.cambriahotelsandsuites.com).

### **About Choice Hotels**

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest hotel companies. With over 6,800 hotels franchised in more than 40 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe, and as of February 1, 2018, more than 1,000 hotels were in its development pipeline. Our company's Ascend Hotel Collection®, Cambria® Hotels, Comfort Inn®, Comfort Suites®, Sleep Inn®, Quality®, Clarion®, MainStay Suites®, Suburban Extended Stay Hotel®, WoodSpring Suites®, Econo Lodge®, Rodeway Inn®, and Vacation Rentals by Choice Hotels® brands provide a spectrum of lodging choices to meet guests' needs. With more than 35 million members, our Choice Privileges® rewards program enhances every trip a guest takes, with benefits ranging from every day rewards to exceptional experiences, starting right when they join. All hotels and vacation rentals are independently owned and operated. Visit us at [www.choicehotels.com](http://www.choicehotels.com) for more information.

### **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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