

Choice Hotels Appoints Jeannie Lin as Vice President of Sales Strategy and Operations

ROCKVILLE, Md. (Oct. 18, 2018) – Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel franchisors, announced Jeannie Lin will lead the company's newly formed sales strategy and operations department.

In this new role as vice president of sales strategy and operations, Lin will focus on maximizing synergies between two of Choice's most critical growth areas: franchise development and global sales. She will also oversee the company's group sales and RFP management programs and work closely with its area director and revenue management teams to drive results for Choice franchisees.

"As a leading franchisor, Choice Hotels is deeply committed to driving growth and fueling owner profitability across its portfolio. By harmonizing these two central functions, we'll be able to better leverage sales strategy, planning and analytics best practices in order to equip our sales teams with the tools to meet our goals," said Robert McDowell, chief commercial officer, Choice Hotels.

"Jeannie's nearly 10 years at Choice and extensive background in business development, marketing and strategy make her the perfect fit to lead this new organization. We look forward to marrying franchise development and global sales so that we can optimize revenue potential for both our franchisees and the company," said David Pepper, chief development officer, Choice Hotels.

Lin has been an integral member of Choice's marketing and distribution team since 2009, most recently serving as vice president of marketing and distribution strategy and operations. Prior to joining Choice, Lin held leadership positions related to marketing and business development at various technology companies, including VMware, a subsidiary of Dell Technologies, IBM and Verizon. Lin earned her bachelor's degree in systems engineering and a master's in business administration from the University of Virginia.

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 6,800 hotels, representing more than 550,000 rooms, in over 40 countries and territories as of June 30, 2018, 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.

For further information: Alannah Don Tel: 301-592-5154 Alannah.don@choicehotels.com