Choice Hotels Goes All-In on AWS

Leading hospitality company migrates to AWS to enhance company's leadership in innovation using the broadest and deepest portfolio of cloud services

SEATTLE – January 14, 2019 – Today, Amazon Web Services, Inc. (AWS), an Amazon.com company (NASDAQ: AMZN), announced that Choice Hotels International, Inc. (NYSE: CHH) is moving its infrastructure to AWS—going all-in on the world's leading cloud—to boost its technology leadership position in the hotel industry. Choice Hotels, which develops some of its own technology, will migrate over 1,000 applications to AWS, moving off legacy systems to help improve performance, scalability, and reliability. As Choice Hotels continues to expand its international footprint, the hospitality leader will be able to deploy new cloud-based systems globally in minutes for stronger regional performance, availability, and fault tolerance to help create more value for its franchisees and guests.

AWS is already home to some of Choice Hotels' primary business applications, including its global reservation system (GRS) and distribution platform, property-management system, and data analytics platform. Choice Hotels has teamed with the Amazon ML Solutions Lab to identify uses for machine learning across its businesses, and guide its teams in the development of new machine learning-enabled features, products, and processes. By leveraging AWS machine learning and analytics services, Choice Hotels will be able to provide more personalized experiences for its customers, use trend analysis paired with data analytics to identify systems issues, and interpret and resolve those issues without human intervention.

"Choice Hotels is an established leader in innovation, and the migration of the company's infrastructure to AWS will help build upon Choice's legacy of technology innovations and industry firsts. Choice began working with AWS in 2014. Shortly after, we embarked on the largest IT project in the company's history to replace our central reservation system and distribution platform with a new cloud-based global solution – choiceEDGE, the industry's first new GRS from a hotel company in over 30 years. We have continued to expand our strategic relationship with AWS ever since," said Brian Kirkland, Chief Technology Officer at Choice Hotels. "We closely evaluated several public cloud providers and found that AWS was the best fit for our cloud-first approach, delivering the broadest and deepest portfolio of cloud services, and innovating at a faster pace than the rest of the industry. With AWS, we will also be able to leverage the industry's leading machine learning and analytics services to fuel real-time decision-making across our business and transform the way that we deliver our services to franchisees and customers."

"As consumer behavior evolves, the hospitality industry is changing rapidly, and customers are pushing an unprecedented volume of room and service requests through digital channels, which is driving leaders to turn to the cloud to transform their customer engagement, service, and business models," said Mike Clayville, Vice President, Worldwide Commercial Sales at AWS. "Choice Hotels was the first hotel company to create their own cloud-based reservation system on AWS for more than 6,900 hotels worldwide, exceeding performance requirements and lowering costs. This gave the Choice Hotels leadership team the confidence to move forward with new initiatives, and go all-in on AWS. We are excited to expand our strategic relationship as we work with Choice to embed machine learning and analytics across their business."

About Amazon Web Services

For over 12 years, Amazon Web Services has been the world's most comprehensive and broadly adopted cloud platform. AWS offers over 165 fully featured services for compute, storage, databases, networking, analytics, robotics, machine learning and artificial intelligence (AI), Internet of Things (IoT), mobile, security, hybrid, virtual and augmented reality (VR and AR), media, and application development, deployment, and management from 60 Availability Zones (AZs) within 20 geographic regions, spanning the U.S., Australia, Brazil, Canada, China, France, Germany, India, Ireland, Japan, Korea, Singapore, Sweden, and the UK. AWS services are trusted by millions of active customers around the world— including the fastest-growing startups, largest enterprises, and leading government agencies—to power

their infrastructure, make them more agile, and lower costs. To learn more about AWS, visit aws.amazon.com.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit www.amazon.com/about and follow @AmazonNews.

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 6,900 hotels, representing more than 560,000 rooms in over 40 countries and territories as of September 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.

Additional assets available online: Photos (1)

https://media.choicehotels.com/press-releases?item=123547