



For Immediate Release

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**Choice Hotels International Brings
Cambria hotels & suites to Philadelphia's Avenue of the Arts**
Unveils Original Work by Local Artist

Rockville, Md., (June 8, 2016) – Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel companies, joined Pearl Properties and Concord Hospitality Enterprises Company for the groundbreaking of a new Cambria hotel & suites in Philadelphia, Pa., today. Located at 219-225 S. Broad Street at the intersection of Broad & Locust Streets, the 222-room, 14-story Cambria Philadelphia is set to open in 2017.

Located in the heart of Center City along the Avenue of The Arts, the new Cambria Philadelphia will be steps from world-class dining and entertainment, numerous cultural and historic sites, as well as several Fortune 1000 companies, including AmerisourceBergen, Aramark and Comcast. It is also just a few miles up Broad Street from Lincoln Financial Field, Wells Fargo Center and Citizens Bank Park.

To commemorate the event, brand representatives, key local dignitaries and guests celebrated with the unveiling of a commissioned illustration by local artist Hawk Krall at the site of the new hotel. Featured speakers included Choice Hotels President and CEO Steve Joyce; Choice Hotels Senior Vice President of Upscale Brands Janis Cannon; Founder and President of Pearl Properties Jim Pearlstein; President and CEO of the Greater Philadelphia Chamber of Commerce Rob Wonderling; and President and CEO of Visit Philadelphia Meryl Levitz, who all discussed the impact of this new hotel on the growth and appeal of the city of Philadelphia to business and leisure travelers.

"In a city full of rich history and tradition, Philadelphia is an ideal next stop in our expansion of the Cambria hotels & suites brand," said Steve Joyce. "With more and more visitors coming to Philadelphia each year, our newest Cambria location will be at the epicenter of music, art and performance in the city, as well as a convenient new offering for the area's largest businesses."

The flagship Cambria hotel & suites Philadelphia will boast a first-class restaurant on the ground floor, 2,500 square feet of fully-appointed meeting space, a mobile business center, 2,500-square-foot pool area, 2,000-square-foot fitness center, and 3,000-square-foot rooftop area used for private events. Built by Pearl Properties, the building was designed by DAS Architects, Inc., of Philadelphia and will be managed by Concord Hospitality Enterprises.

"We could not be more excited to partner with Cambria hotels & suites and build our first hotel in our own backyard of Philadelphia," said Jim Pearlstein. "This Broad Street location sits right in the middle of the city along the Avenue of The Arts and offers travelers every option imaginable as they experience Philadelphia for business or pleasure."

A commissioned illustration by local artist Hawk Krall was unveiled at the groundbreaking. Krall is a Philadelphia artist and illustrator specializing in food, humor and eclectic street scenes. He is known for the world's largest pizza mural at Pizza Brain in Philadelphia and currently working on a monthly illustrated column for *Saveur*, along with work for magazines and restaurants all over the world.

Like all Cambria hotels in key urban markets, the property will feature local art and other fine amenities such as a contemporary bistro, Social Circle™, serving a menu of local specialties created by Chef Michael DeMaria; liquor, wine, beer and freshly prepared grab-and-go gourmet salads and sandwiches; and a barista bar.

Designed as a business travel and leisure brand, all Cambria hotels & suites feature a larger lobby to give guests a more social atmosphere; oversized rooms with flexible spaces; and the latest technology that allows guests to stay connected while they travel.

About Cambria hotels & suites

Cambria hotels & suites makes business travel easier—and more fun—than ever before. Offering modern décor, rooms that feel like an upgrade, and fresh, local cuisine at our Social Circle™ restaurant, Cambria makes every guest feel like a VIP. There are currently 25 properties open across the country and 30 under development in the U.S. and Canada. To learn more, visit www.cambriahotelsandsuites.com.

About Choice Hotels

Choice Hotels International, Inc.® (NYSE: CHH) is one of the world's largest lodging companies. With more than 6,400 hotels franchised in more than 40 countries and territories, we represent more than 500,000 rooms around the globe. As of March 31, 2016, 685 hotels were in our development pipeline. Our company's Ascend Hotel Collection®, Cambria® hotels & suites, Comfort Inn®, Comfort Suites®, Sleep Inn®, Quality®, Clarion®, MainStay Suites®, Suburban Extended Stay Hotel®, Econo Lodge®, Rodeway Inn® and Vacation Rentals by Choice Hotels™ brands provide a spectrum of lodging choices to meet guests' needs. With more than 26 million members and counting, our Choice Privileges® rewards program enhances every trip a guest takes, with benefits ranging from instant, 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 for more information.

About Pearl Properties

Pearl Properties, LLC (Pearl) is a full service real estate company engaged in the development, acquisition and management of mixed use properties throughout the Philadelphia Metropolitan area. With expertise in development, construction, acquisitions, property leasing, physical property management and asset management, Pearl has assembled a portfolio of mixed use assets in irreplaceable locations. To learn more, visit www.pearl-properties.com.

About Concord Hospitality Enterprises Company

Concord Hospitality is a Raleigh, N.C., based hotel management and development company that owns and/or manages over 80 hotels with nearly 12,000 guest rooms in 20 states and two Canadian provinces. The company operates hotels and resorts under leading brand affiliations including Choice Hotels, Hilton, Hyatt, InterContinental Hotels Group, Marriott and Starwood. To learn more, visit www.concordhotels.com.