



for immediate release

Contact: Heather Soule
Tel: 301.628-4361
Fax: 301.592-6177
Email: heather_soule@choicehotels.com

Cambria Suites Entering Key Markets Across the Country

Lifestyle Brand from Major Lodging Franchisor Continues to Celebrate Unprecedented Success

Silver Spring, Md. (September 21, 2011) - Since the launch of the Cambria Suites brand in 2006, Choice Hotels International, Inc. (NYSE:CHH) has focused its resources on supporting every aspect of the brand to make it the obvious choice for upscale developers and consumers. From innovative design and construction and building the best brand support teams in the industry to designing programs to use the company's capital to build the right hotels, the brand's future is bright. Today marks perhaps one of the biggest milestones for the brand with the announcement of three major development deals in key markets. This announcement comes on the heels of two additional development deals in New York City. All of this success is built on a commitment from Choice Hotels to finding the right locations and the right developers to build what has already proven to be the right product.

"We are working with the best developers in the industry, building hotels in key markets and making an investment in this brand," says Stephen P. Joyce, president and CEO of Choice Hotels International. "This should send a clear message to the development community that we are in this game to help you build the best hotels that provide developers with the best potential return."

These projects with Choice Hotels capital are the first Cambria Suites properties for each developer and the first Cambria Suites hotels for each market. Concord Hospitality, an award-winning hotel management and development company with a hotel portfolio of more than 80 managed or owned hotels, is developing the properties in Washington D.C. and Houston. The 182-room Cambria Suites hotel will be part of CityMarket at O, a \$300 million mixed-use development, located by the D.C. Convention Center in downtown Washington, D.C. near Gallery Place, the hub of the city's entertainment district. CityMarket at O is being developed by Roadside Development, a Washington DC-based real estate firm and will offer over 87,000 square feet of retail, 629 residential units, 500 parking spaces and the Cambria Suites hotel. The hotel will have

a rooftop pool, fitness center and an outdoor patio with views of the U.S. Capitol and the National Monuments. Additionally, Concord Hospitality is the developer of the 127-suite Houston Cambria Suites property that is just miles from the Houston Airport.

“We have been watching the Cambria Suites brand for the last several years and between the support that Choice Hotels provides the brand and the overall success the brand has displayed, we decided now was the time to expand our relationship with Choice Hotels to include developing and managing Cambria Suites hotels,” said Mark G. Laport, president and CEO of Concord.

Meyer Jabara Hotels, an award-winning hospitality company that owns and operates hotels in thirteen states, will develop the downtown White Plains, N.Y. property. The 130-room Cambria Suites will be part of a \$47 million mixed-use development located at 250 Main Street in downtown White Plains. When complete, there will be 30,000 square feet of new retail space and 17,000 square feet of retail and office space in an adjoining building. Construction on the retail portion of the development is already underway, with hotel construction set to commence in March 2012. The property is anticipated to open in September 2013.

“We are excited to add the White Plains Cambria Suites to our portfolio of hotels,” said William Meyer, Chairman of Meyer Jabara Hotels. “The rapidly-growing Cambria Suites brand provides a perfect fit with our commitment to creating memorable experiences for our guests.”

“We continue to look for opportunities to put our balance sheet behind the growth and expansion of Cambria Suites. We believe Cambria Suites offers unlimited potential and we are putting a wealth of resources behind this brand’s success,” said Joyce.

In addition to the company’s capital program for the Cambria Suites brand, Choice Hotels has also put in place resources and support that assist in all of the significant areas needed to successfully develop, open and ramp up Cambria Suites properties for long-term success. These resources include capital investments in leading U.S. markets, property level Choice Hotels funded Directors of Sales, a dedicated development sales team, an industry leading reservations systems, one of the fastest growing hotel loyalty programs (**Choice Privileges®**), a dedicated revenue management strategy and robust marketing resources.

For more information on Cambria Suites, visit www.cambriasuites.com.

About Cambria Suites

Designed as a lifestyle hotel brand, Cambria Suites offers more than just a place to sleep at night. It features a larger lobby to give guests a more social atmosphere, all-suite rooms that are larger than standard hotel rooms and include a separate living, working and sleeping space, providing business and leisure travelers a haven to relax, socialize and network. Like all Cambria Suites, these hotels will feature: *Reflect*, a casual dining and gathering area serving a dinner menu, liquor, wine, beer, freshly prepared grab-and-go gourmet salads and sandwiches, a barista bar featuring Wolfgang Puck® coffee, Cheesecake Factory® desserts and a hot breakfast buffet; *Refresh*, a state-of-the-art fitness center with an elegant pool and hot tub/spa area; and *Refill*, a 24-7 convenience store that offers energy drinks, snacks and sundries.

About Choice Hotels

Choice Hotels International, Inc. franchises more than 6,000 hotels, representing more than 490,000 rooms, in the United States and more than 35 other countries and territories. As of September 30, 2010, more than 540 hotels were under construction, awaiting conversion or approved for development in the United States, representing more than 44,000 rooms, and approximately 90 hotels, representing approximately 8,000 rooms, were under construction, awaiting conversion or approved for development in 20 other countries and territories. The company's Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn brands serve guests worldwide. In addition, via its Ascend Collection membership program, travelers in the United States, Canada and the Caribbean have upscale lodging options at historic, boutique and unique hotels.

Additional corporate information may be found on the Choice Hotels International, Inc. Web site, which may be accessed at www.choicehotels.com.

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