



*for* immediate release

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## **First Cambria Suites Hotel Planned for Washington, D.C.**

### ***Choice Hotels and Concord Hospitality also to develop Cambria Suites Houston***

**Silver Spring, Md. (September 21, 2011)** - Choice Hotels International, Inc. (NYSE: CHH) announced today the first Cambria Suites hotel planned for Washington, D.C. and Houston, Texas. The D.C. project is a joint venture between Choice Hotels, Concord Hospitality and Roadside Development. Concord Hospitality is an award-winning hotel management and development company with a hotel portfolio of more than 80 managed or owned hotels and Roadside Development is a Washington DC-based real estate firm whose current portfolio of projects include over 1.5 million square feet of retail, 1,500 residential units, and over a half million square feet of office space. In addition, Concord Hospitality is building a 127-room Cambria Suites near the Houston airport. Due to their track record for being one of the elite operators of upscale hotel brands they will also manage and operate these properties.

“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 Cambria Suites hotels,” said Mark G. Laport, president and CEO of Concord.

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 a one million-square foot urban infill project being developed by Roadside Development. Major construction on the over 87,000 square feet of retail, 629 residential units, 500 parking spaces and Cambria Suites hotel is set to commence in the fall of 2011.

“We always knew we wanted to find the right hotel brand to be a part of this project and between what Cambria Suites offers guests and the proven track record of Choice Hotels and Concord

Hospitality, we knew we had found the best hotel for CityMarket at O,” said Richard Lake, principal of Roadside Development.

“Concord Hospitality and Roadside are some of the best developers in the country and the exact sort of companies we want to partner with when building Cambria Suites hotels,” says Stephen P. Joyce, president and CEO of Choice Hotels International. “Between the location and this partnership, this hotel is going to be a great addition to the Cambria Suites brand and to Washington, D.C.”

This Cambria Suites hotel will offer all-suite guestrooms, an expanded food and beverage area and a rooftop featuring a pool, fitness center and an outdoor patio with views of the U.S. Capitol and the National Monuments. 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 separate living, working and sleeping space, providing business and leisure travelers a haven to relax, socialize and network. There are currently 19 properties open across the country.

Like all Cambria Suites hotels, the D.C. property 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.

For more information on Cambria Suites, visit [www.cambriasuites.com](http://www.cambriasuites.com).

#### **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.

#### **About Concord Hospitality**

Concord Hospitality Enterprises Company, an award-winning hotel management and development company based in Raleigh, N.C., manages or has under construction more than 80 hotels, offering more than 10,000 guest rooms in 22 states and two Canadian provinces. The company operates hotels and resorts under such well-known industry elite brands as Marriott,

Hilton, Hyatt, Starwood, IHG and Choice Hotels, as well as select independent boutique hotels. Formed in 1985, Concord recently was ranked as one of the top management companies in the nation by independent sources. Concord properties are some of the most awarded hotels in the country, having won a number of top honors for operating and development excellence in the past two years alone, including Marriott's Hotel of the Year and Developer of the Year, and Best Opening of the Year awards. For more information, visit [www.concordhotels.com](http://www.concordhotels.com).

### **Roadside Development**

Roadside Development is an emerging leader in the Washington, D.C. real estate market. Led by founding partners, Richard Lake, Armond Spikell and Todd Weiss, the firm values and invests in its employees, partners, business associates and local communities, which is reflected in the company's high-quality projects. Roadside Development is committed to providing only professional, innovative and solution-based real estate services, no matter the project. The firm is proud to cultivate long-lasting relationships with neighborhoods as well as build solid associations with investors and lenders. Roadside Development takes great pride in leaving permanent improvements in each neighborhood where it develops because the company lives and works in these communities

Additional corporate information may be found on the Choice Hotels International, Inc. Web site, which may be accessed at [www.choicehotels.com](http://www.choicehotels.com).

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