

Choice Hotels Continues Midscale Expansion in Western US

ROCKVILLE, Md., Feb. 25, 2019 /PRNewswire/ -- [Choice Hotels International, Inc.](#) (NYSE: CHH) has signed agreements with Equinox Hospitality to develop three dual-brand Sleep Inn and MainStay Suites properties and two stand-alone Sleep Inn hotels. These midscale hotels will be built in the Phoenix metropolitan area and across California, and the first hotel is set to open in 2021.

"Choice offers hotel developers proven midscale brands that appeal to guests across the country," said Brian Quinn, vice president, head of development, new construction brands, Choice Hotels. "Strong demand for the Sleep Inn and MainStay Suites brands is clear: our domestic pipeline now includes nearly 300 hotels across the two brands. These agreements allow Choice's innovative midscale prototypes to reach even more travelers in new markets."

Equinox Hospitality is a premier hotel ownership, management, acquisition, and development company that was founded 25 years ago.

"These agreements are a perfect fit for us—not only is Choice Hotels a recognized leader in the midscale segment, but the company is committed to franchisee profitability," said Abdul Suleman, president and chief executive officer, Equinox Hospitality. "We're confident in the Sleep Inn and MainStay Suites brands' ability to exceed the expectations of travelers, no matter their stay occasion. We can't wait to open the doors of these brand-new properties and welcome guests visiting Arizona and California."

The Sleep Inn hotels will reflect the brand's *Designed to Dream* prototype, with a nature-inspired aesthetic, sleek, timeless design, an efficient footprint, and a low cost-to-build for owners. The MainStay Suites prototype features an open-concept design with polished, modern amenities that resonate with guests. The Sleep Inn and MainStay Suites dual-brand concept offers operational efficiencies and a diverse model that serves business, leisure, and extended-stay guests.

The Sleep Inn brand has nearly 400 hotels open in the U.S. and the MainStay Suites brand has more than 60.

For more information on Choice Hotels development opportunities, visit www.choicehotelsdevelopment.com.

Sleep Inn® *Dream Better Here*®

Every Sleep Inn hotel offers a simply stylish stay that's designed to help our guests *Dream Better Here*. You'll find fresh, nature-inspired design elements that are modern but timeless, that create a relaxed and serene environment. An all-new construction brand, every Sleep Inn hotel is built with a specific vision in mind—to be a sanctuary for travelers as well as an efficient property to build, operate, and maintain. Franchised by global lodging leader Choice Hotels®, Sleep Inn properties boast strong product consistency and an established presence in the midscale hotel segment with more than 550 Sleep Inn properties open or in the pipeline worldwide. All Sleep Inn hotels include free Wi-Fi, a complimentary Morning Medley breakfast buffet with plenty of hot and cold options, swimming pool and/or fitness center. For more information, visit www.choicehotels.com/Sleep-Inn.

About MainStay Suites

The MainStay Suites® brand is an extended hotel option that allows guests to live like home whether they're away for a week or a month. Each MainStay® property offers a unique and distinctive experience for customers at an affordable price. Travelers can maintain their

lifestyle during their stay with attractive amenities including residential style suites, free high-speed internet access, free continental breakfast, fitness center and weekly housekeeping and guest laundry services. To learn more, visit www.choicehotels.com/mainstay.

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 7,000 hotels, representing nearly 570,000 rooms, in over 40 countries and territories as of December 31, 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.

About Equinox Hospitality

Equinox Hospitality is premier hotel ownership, management, acquisition, and development company. Equinox offers services that cover the entire life cycle of hotel and hotel related real estate asset. Services start from highest and best use analysis of the site to project development leading into operations including hotel asset management and owner's representation. Equinox's team is comprised of senior leaders from the industry and is known for their extensive multi-disciplinary expertise.

Forward-Looking Statement

This communication includes "forward-looking statements" about future events, including hotel openings. Such statements are subject to numerous risks and uncertainties, including construction delays, availability and cost of financing and the other "Risk Factors" described in our Annual Report on Form 10-K, any of which could cause actual results to be materially different from our expectations.

Addendum

This is not an offering. No offer or sale of a franchise will be made except by a Franchise Disclosure Document first filed and registered with applicable state authorities. A copy of the Franchise Disclosure Document can be obtained through contacting Choice Hotels International at 1 Choice Hotels Circle, Suite 400, Rockville, MD 20850, development@choicehotels.com.

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