

Newest Ascend Hotel Turns Any Guest Into A World Traveler Chateau Avalon Offers Kansas City Visitors a Unique, Globally Inspired Experience with Upscale Amenities

ROCKVILLE, Md., July 8, 2019 /PRNewswire/ -- The Chateau Avalon, winner of the Kansas City Visitors Choice award for six straight years, is the latest addition to the Ascend Hotel Collection's portfolio of resort, boutique and historic hotels. The award-winning property is celebrated for its personalized service, upscale touches, and unique suites that allow visitors to experience regions of the world without a passport.

Each of the Chateau Avalon's 61 guest suites are inspired by past and present global getaway destinations. Guests can choose to immerse themselves in the exotic sights and sounds of the Serengeti, step back in time to the Camelot, live like royalty in the "Buckingham" or "Venetian Palace" and more. The hotel bar, d'Nile Bar, also stands out as a manifestation of Ancient Egypt, complete with Nefertiti statues and a "quicksand" floor.

Other amenities at the Chateau Avalon include:

- Luxurious spa services, ranging from massages to aromatherapy and more, at the Chateau Spa. Visitors may also enjoy over-sized jetted tubs in select guest suites.
- Breakfast in bed
- Outdoor patios
- Wedding and event space

Located at 701 Village West Pkwy., the Chateau Avalon is adjacent to the Kansas Speedway, which hosts several NASCAR races every year. The hotel is also just a few miles from the heart of Kansas City, Missouri, where guests can discover the city's renowned barbecue cuisine, thriving jazz scene, and famed River Market District featuring quaint shops and scenic parks.

The Ascend Hotel Collection currently has more than 260 properties open and 70 hotels in the pipeline worldwide. This year, the brand expects to open several hotels in major U.S. markets, including Brooklyn, N.Y.; Philadelphia; Long Island City, N.Y.; and Napa, Calif.

As a member of the Ascend Hotel Collection, guests of the Chateau Avalon can participate in the award-winning Choice Privileges loyalty rewards program, rated a top hotel loyalty program by both *USA Today's 10Best Readers' Choice Awards* and *U.S. News & World Report* for three consecutive years. Choice Privileges membership is free and offers fast rewards and exclusive member rates for those who book directly at www.choicehotels.com. Members can earn and redeem points towards free nights, airline miles and more while staying at any of Choice's participating branded hotels.

Ascend Hotel Collection: Let the Destination Reach You.

The Ascend Hotel Collection® global portfolio of unique, boutique, and historic independent hotels and resorts is part of Choice Hotels International, one of the world's largest leading hotel companies. Recognized as the hotel industry's first "soft brand" concept, the Ascend Hotel Collection has more than 260 properties open and operating worldwide, including in France, the United Kingdom, Denmark, Finland, Ireland, Norway, Spain, Sweden, Turkey, Australia, Canada, Ecuador, and the Caribbean region. Membership with the Ascend Hotel Collection enables distinctive, independent properties to gain a global presence while maintaining their local charm. For more information, visit <https://www.choicehotels.com/ascend>.

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 March 31, 2019, the Choice® family of hotel brands provides 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.

Forward-Looking Statement

This communication includes "forward-looking statements" about future events, including anticipated development and 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.

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