Choice Hotels Promotes Sireesha Kunduri to Vice President of Engineering for Distribution & Revenue Management

ROCKVILLE, Md. (March 7, 2019) – Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel franchisors, has promoted Sireesha Kunduri to vice president of engineering for distribution and revenue management.

In this role, Kunduri will oversee the delivery and success of the company's distribution and revenue management platforms, including choiceEDGE and SmartRates, to support the ongoing needs of the business and drive franchisee profitability. Additionally, she will be heavily involved in the company's cloud migration efforts and investments in machine learning and artificial intelligence, all of which are aimed at building the world's best technology platform for franchisees.

"Sireesha's expertise is perfectly suited to advance what always has been the goal of Choice's technology function: to empower our owners' profitability via best-in-class franchisee resources," said Brian Kirkland, chief technology officer, Choice Hotels. "Sireesha was essential to last year's successful launch of choiceEDGE, the largest technology project in company history—and she continues to lead efforts to further enhance the platform. She is results-driven and I know her extensive experience supporting cross-functional business needs will continue to fuel opportunity for Choice and our owners in both the near- and long-term."

Kunduri has been a key member of Choice's engineering team since 2016, most recently serving as senior director of engineering. Prior to her work at Choice, Kunduri held several leadership positions at GoDaddy, including director of software development, where she oversaw the company's website, proprietary call center applications, and internal ticketing systems.

Kunduri earned her bachelor's and master's degrees in computer science from Andhra University and the University of Houston, respectively.

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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.

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