

Choice Hotels Sees Continued Strong Interest in Cambria Suites Brand With Five Contracts Executed in Third Quarter

PRNewswire-FirstCall
SILVER SPRING, Md.

Choice Hotels International, Inc. today highlighted the continued strong adoption it is seeing from the development community for its new all-suites, select-service brand, Cambria Suites. The company executed contracts for five Cambria Suites hotels in the third quarter, which included properties in the following cities: Baton Rouge, Louisiana; Birmingham, Alabama; East Greenwich, Rhode Island; Kansas City, Kansas; and Omaha, Nebraska. As of September 30, 2006, Choice had franchise agreements executed for 33 Cambria Suites hotels across the country.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20060315/DCW039LOGO-a>)

Cambria Suites, an all-suites hotel, boasts a design that is more intimate and less institutional than traditional hotel décor and guestrooms that are 25 percent larger than standard hotel rooms. Hotels offer the latest in technology, from a large-screen plasma television in the lobby to two flat-panel televisions, MP3 jacks and CD/DVD players in the guestrooms and complimentary wired and wireless high-speed Internet access throughout the property.

"Our business is developing new hotels that satisfy our guests wants and needs, which are changing with a new generation of travelers who are technically savvy and have clear expectations of what they desire in a lodging experience," said Ron Kendall, president of Buffalo Lodging and the developer of the East Greenwich, Rhode Island property. "Our research into Cambria Suites indicates it is a brand that will attract and satisfy this changing traveler profile with a contemporary, affordable product."

Cambria Suites has been strongly received by developers in large part due to Choice Hotels' commitment to create long-term brand equity while maximizing franchisees' return on investment, which will be guided by consistency at the property level as well as comprehensive national and local support.

"We were immediately attracted to the brand and very excited to be developing Cambria Suites hotels in the Omaha and Kansas City markets," said Rod Hinz, managing partner of Hinz Hospitality Group, LLC. "Initially, we were a bit hesitant about investing in a new brand. However, we chose Cambria Suites over a number of other franchises due to the tremendous support and commitment Choice is making to ensure the successful launch and establishment of brand."

The first Cambria Suites property is scheduled to open in Boise, Idaho in January 2007. Other properties under construction include Akron/Canton, Ohio, Savannah, Georgia, and Green Bay, Wisconsin. Construction of both the Boise and Savannah properties can be tracked live via Webcam at <http://www.cambriasuiteslive.com/>.

"We recently concluded a very well-received nine-city road show, during which we met with hundreds of hotel developers across North America," said Brad LeBlanc, vice president, franchise sales, Choice Hotels' new construction brands. "What we continue to hear from the development community is that Cambria Suites is the right brand at the right time for the right market - the ideal fit for today's development needs."

"Developers are also very excited about Cambria Suites due to the dedicated support we are providing our franchisees to enable the brand to reach its full potential," said William Edmundson, vice president of brand management and strategy for the Cambria Suites brand. "Our brand team is comprised of industry veterans with exceptional strengths in the areas of operations, development, and sales and marketing. Our product offers great appeal to both business and leisure travelers. Momentum behind the brand remains very strong."

All Cambria Suites hotels include Reflect, a hotel Lounge with barista bar; Refresh, a fitness center with an indoor pool and hot tub; and Refill, a 24-7 convenience store that will stock freshly prepared "grab 'n' go" items as traditional convenience store fare. In addition, all hotels will offer more than 1,000 square feet of meeting space. Every Cambria Suites hotel is committed to operational excellence and features the Cambria Pledge, an unconditional 100-percent satisfaction guarantee. For more information on Cambria Suites, visit www.cambriasuites.com.

About Choice Hotels

Choice Hotels International franchises more than 5,300 hotels, representing more than 430,000 rooms, in the United States and more than 40 countries and territories. As of September 30, 2006, 736 hotels are under development in the United States, representing 57,117 rooms, and an additional 72 hotels, representing 6,462 rooms, are under development in more than 20 countries and territories. The company's Cambria Suites, Comfort Inn, Comfort Suites, Quality, Clarion, Sleep Inn, Econo Lodge, Rodeway Inn, MainStay Suites and Suburban Extended Stay Hotel brands serve guests worldwide.

Cambria Suites, Comfort Inn, Comfort Suites, Quality, Clarion, Sleep Inn, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge, and Rodeway Inn are proprietary trademarks and service marks of Choice Hotels International, Inc.

First Call Analyst:
FCMN Contact: david_peikin@choicehotels.com

Photo: NewsCom: <http://www.newscom.com/cgi-bin/prnh/20060315/DCW039LOGO-a>
AP Archive: <http://photoarchive.ap.org/>
PRN Photo Desk, photodesk@prnewswire.com

SOURCE: Choice Hotels International, Inc.

CONTACT: David Peikin of Choice Hotels International, +1-301-592-6361, or
Fax, +1-301-592-6177, or david_peikin@choicehotels.com

Web site: <http://www.choicehotels.com/>
<http://www.cambriasuites.com/>
<http://www.cambriasuiteslive.com/>

<https://stage.mediaroom.com/choicehotels/2006-11-27-Choice-Hotels-Sees-Continued-Strong-Interest-in-Cambria-Suites-Brand-With-Five-Contracts-Executed-in-Third-Quarter>