Momentum Remains Strong for Choice Hotels' Cambria Suites Brand With 30 Contracts Executed in 2006 and 43 to Date

10 Contracts Executed in Fourth Quarter for Choice Hotels' All-Suites Select-Service Brand

PRNewswire-FirstCall
SILVER SPRING, Md.

At the America's Lodging and Investment Summit (ALIS) in Los Angeles today, Choice Hotels International, Inc. today highlighted an extremely successful year for franchise development for its new all-suites, select-service brand, Cambria Suites. The company executed contracts for ten Cambria Suites hotels in the fourth quarter, with properties in the following cities: Atlanta; Augusta, Georgia; Beachwood (Cleveland), Ohio; Houston; Oklahoma City; Orlando; Pensacola, Florida; Plainfield (Indianapolis), Indiana; Savannah, Georgia; and West Madison, Wisconsin. As of December 31, 2006, Choice had franchise agreements executed for 43 Cambria Suites hotels in twenty states across the country.

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

Cambria Suites, an all-suites hotel, boasts a stylish design that is more intimate and less institutional than traditional hotel decor and guestrooms that are 25 percent larger than standard hotel rooms. Hotels offer the latest in technology, from a large-screen television in the open, airy two-story lobby to two flat-screen LCD televisions, CD/DVD player with MP3 jack in the guest suites and complimentary wired and wireless high-speed Internet access throughout the property.

"Cambria Suites hotels provide a superior product with a timeless, stylish look and feel, luxurious guest suites with the latest in amenities and warm, inviting public spaces in which travelers will be comfortable," said Sean Leatherman, vice president of Ohio-based Willcare Corporation, developer of the Cambria Suites hotels in Akron/Canton, Beachwood (Cleveland) and Columbus. "Once guests see the hotel, Cambria Suites will sell itself -- particularly when you take into account the value the product delivers at its price point. We also felt that it was very important to have a good relationship with our franchisor, and Choice has assembled a brand team that we couldn't be more comfortable working with."

"We are very pleased with the strong reception we are seeing from developers around the country for the Cambria Suites brand," said Brad LeBlanc, vice president, franchise development, Cambria Suites. "We know we've hit a home run with the brand as developers are executing agreements to build Cambria Suites hotels across a wide range of locations, including mixed- use developments, urban and suburban areas and airport locations."

"Franchise development is just one of the many areas in which the Cambria Suites brand continues to demonstrate tremendous momentum," said William Edmundson, vice president of brand management and strategy for the Cambria Suites brand. "We have implemented local sales and marketing programs, developed comprehensive operational support tools, hired an experienced cross- functional brand team, and introduced the Cambria Pledge, a true unconditional 100% satisfaction guarantee."

To raise consumer awareness for the brand, a full-sized, fully furnished replica of a Cambria Suites guest suite was opened in the Boise Airport. The guest suite gave travelers a sneak peak of the luxurious room accommodations guests can experience when the first Cambria Suites hotel opens in Boise in the coming weeks. This type of initiative is indicative of the 'out-of-the- box', field-based approach Choice is taking to launch the brand and connect with consumers and generated added buzz surrounding Cambria Suites.

"All of the efforts of our Cambria Suites team are focused on strengthening the brand, maximizing its growth and optimizing property-level performance," said David Pepper, division president, upscale and extended stay market brands, Choice Hotels. "With the resources of Choice Hotels behind the brand, we are confident that 2007 will be another banner year for Cambria Suites."

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

All Cambria Suites hotels include Reflect, a casual dining area that features a full barista bar and serves breakfast and dinner; Refresh, a state- of-the-art fitness center with a resort-style indoor pool and spa; and Refill, a 24-7 convenience store that stocks freshly prepared "grab 'n' go" salads and sandwiches as well as typical convenience store fare and healthy and organic foods. In addition, all hotels 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 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, Inc.,
+1-301-592-6361, Fax: +1-301-592-6177, david_peikin@Choicehotels.com

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

---

https://stage.mediaroom.com/choicehotels/2007-01-23-Momentum-Remains-Strong-for-Choice-Hotels-Cambria-Suites-Brand-With-30-Contracts-Executed-in-2006-and-43-to-Date