

## **Choice Hotels International Opens Cambria Suites Hotel In Boise, Idaho**

### **New Upscale, Select Service All-Suites Brand Perfectly Combines Form and Function to Meet the Needs of Today's Travelers**

PRNewswire-FirstCall

SILVER SPRING, Md. and BOISE, Idaho

Choice Hotels International today announced that its first Cambria Suites hotel opened on April 13 in Boise, Idaho. Cambria Suites hotels are designed for guests who want to take their lifestyle with them when traveling, and hotels feature a stylish design that is more intimate than traditional hotel décor, with guest suites that are 25 percent larger than standard hotel rooms. The 119-suite Cambria Suites Boise Airport hotel is owned and operated by The Summit Group Inc., a hotel developer focused on developing, managing, and owning mid-market lodging properties nationwide. As of March 31, 2007, there are 49 Cambria Suites hotels under development in 21 states nationwide.

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<http://www.newscom.com/cgi-bin/prnh/20070425/NEW113-B>  
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"We are extremely excited to open the first-ever Cambria Suites hotel in Boise, Idaho," said Charles A. Ledsinger, Jr., vice chairman and chief executive officer of Choice Hotels International. "We are very confident about the long-term growth prospects for this our tenth brand, as Cambria Suites hotels have proven to be very appealing to developers across the nation. Travelers will equally embrace the brand as they expect something different from a hotel. We feel that once guests stay in a Cambria Suites hotel, they'll be advocates of the brand."

A grand opening celebration was held April 17 at the hotel and was attended by representatives of Choice Hotels, The Summit Group, area businesses and many members of the Boise Chamber of Commerce. Presentations were made by Choice and Summit executives as well as Carl Wilgus, administrator of the Idaho Department of Commerce & Labor's Division of Tourism. A plaque was unveiled at the hotel's entrance signifying the launch of the brand.

Cambria Suites hotels are smoke-free and every suite features separate work and living areas with ergonomic chairs, movable desks, luxury linens, and Bath and Body Works(R) products. The all-suites hotels offer the latest in technology, including a 52-inch television in the open, airy two-story lobby and each suite includes two flat-screen LCD televisions, a CD/DVD player, and MP3 jacks. Select suites offer MediaHub(TM) plug-and-play technology allowing guests to connect their laptop, MP3 player, game console, digital camera, or CD/DVD player hassle-free. Free high-speed wired and wireless Internet access is available throughout the hotel, so that guests can stay connected when on the road.

"We are privileged to be opening Choice Hotels' first Cambria Suites hotel here in Boise," said Damon Anderson, general manager, Cambria Suites Boise Airport. "The Cambria Suites Boise Airport provides guests a stylish, comfortable, and relaxing environment and both business and leisure travelers will find this hotel's spacious suites, rich amenities, and personal service to be a welcome lodging option. We invite travelers to the area, and the residents of Boise, to check out the hotel -- whether for a coffee in our barista bar, a crabcake or salad for dinner, or an after-dinner cocktail."

Like all Cambria Suites hotels, the Cambria Suites Boise Airport features Reflect, a dining and gathering area serving a dinner menu, liquor, wine, beer, and a barista bar featuring Wolfgang Puck(R) coffee, and a hot breakfast buffet; Refresh, a state-of-the-art fitness center with a resort-style indoor pool and hot tub/spa area; and Refill, a 24-7 convenience store that offers energy drinks, organic snacks, and sundries as well as freshly prepared grab-and-go gourmet salads and sandwiches.

The hotel also features over 2,000 square feet of meeting space, with the largest of the property's three meeting rooms able to accommodate up to 100 attendees. All Cambria Suites hotels are committed to operational excellence and feature the Cambria Pledge, an unconditional 100-percent-satisfaction

guarantee.

The Cambria Suites Boise Airport hotel is located less than a mile from the airport and three miles from downtown Boise and Boise State University. The hotel can be reached via phone at 208.344.7444 or via fax at 208.344.7446. For more information on Cambria Suites, visit [cambriasuites.com](http://cambriasuites.com).

#### About Choice Hotels

Choice Hotels International franchises more than 5,300 hotels, representing more than 435,000 rooms, in the United States and more than 40 countries and territories. As of December 31, 2006, 860 hotels are under development in the United States, representing 66,238 rooms, and an additional 70 hotels, representing 6,317 rooms, are under development in more than 15 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.

Additional corporate information may be found on Choice Hotels' Internet site, which may be accessed at [www.choicehotels.com](http://www.choicehotels.com).

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