

300-Room Cambria Suites Hotel Coming to New York City

Choice Hotels' New All-Suites Brand Continues to Penetrate High-Profile Markets Across North America

PRNewswire-FirstCall
SILVER SPRING, Md.

Choice Hotels International continues to demonstrate significant momentum behind its upscale Cambria Suites brand with the execution of its first franchise agreement in New York City. The 11-story, 300-room Cambria Suites Brooklyn Bridge hotel is located within a few blocks of the Brooklyn Bridge. The site for this hotel, which is owned by PLC Partners, LLC of New York City, was identified and secured by Choice's real estate development team. As of June 30, 2007, 60 Cambria Suites hotels were under contract in 26 states nationwide and in Canada.

Cambria Suites is designed for guests who want to take their lifestyle with them when they travel. The hotel boasts a stylish design 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 flat-screen LCD televisions, CD/DVD player, and MP3 jacks in the guest suites and complimentary wired and wireless high-speed Internet access throughout the property.

"The dynamic transformation of Brooklyn has been remarkable," said Dan Hagan of PLC Partners. "Brooklyn continues to expand as a primary destination for both business and leisure travelers, and the Cambria Suites Brooklyn Bridge will fully cater to the modern lifestyle demands of these travelers. We are excited to be introducing Cambria Suites hotels to New York City with an outstanding project in this incredibly vibrant area. The 300-suite Cambria Suites Brooklyn Bridge hotel will be for travelers to New York City that want style, luxury, and superb amenities without having to pay a premium for a hotel stay."

"We are excited to bring the Cambria Suites brand to this vibrant area of New York City in partnership with PLC Partners," said William Edmundson, president, Cambria Suites. "The Cambria Suites brand continues to demonstrate a strong appeal among developers for a wide variety of settings, from city centers to mixed-use developments to suburban markets to airport locations and even historic districts. Our entry into the nation's leading hotel market is further evidence that Cambria Suites is the right brand, at the right time, in the right segment and with the right team behind it. "

PLC Partners, working in collaboration with the Cambria Suites real estate team, is in the process of identifying additional sites in major metropolitan markets. Construction on the Cambria Suites Brooklyn Bridge hotel is anticipated to begin in January 2008.

"Identifying and securing sites for new hotels in the top 25 metropolitan markets and in Canada is another value-add that the Cambria Suites team is able to offer to prospective developers," said Elaine Clancy, vice president, corporate and real estate development, Choice Hotels. "We look forward to assisting current and prospective Cambria Suites developers in identifying sites in these key markets."

All Cambria Suites hotels include Reflect, a casual dining and gathering area that features a full barista coffee 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 gourmet 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 <http://cambriasuites.com/>.

Choice Hotels International franchises more than 5,400 hotels, representing more than 445,000 rooms, in the United States and 38 countries and territories. As of June 30, 2007, 858 hotels are under development in the United States, representing 67,740 rooms, and an additional 85 hotels, representing 8,007 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.

Additional corporate information may be found on Choice Hotels' Internet site, which may be accessed at <http://www.choicehotels.com/>.

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