

Cambria Suites Offers a New Take on Traditional Travel in Traverse City, Michigan

Stylish New All-Suites, Select-Service Hotel Brand from Choice Hotels

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Working with worldwide hotel franchisor Choice Hotels International, local developer TC 92 Suites, LLC announced today plans to bring a Cambria Suites hotel to Traverse City, Michigan. Expansion of the new, upscale Cambria Suites brand is growing at rapid speed with 50 hotels under contract in 20 states nationwide - making it the perfect fit for the burgeoning community of Traverse City.

"I'm confident that both business and leisure travelers visiting Traverse City will love the sophisticated technology, personal environment and contemporary style that this Cambria Suites hotel will provide," said Alex Mowczan of TC 92 Suites, LLC. "As a developer based in the local area, I'm proud to see this new upscale brand come to Traverse City."

The 92-room Cambria Suites hotel, to be located at 255 Munson Avenue, will be the centerpiece of SkipStone Crossing, a new five acre mixed-use community with a rich mix of housing types, shops, services and offices. The development will be less than two miles from several Traverse City points of interest like the Cherry Capital Airport, the Grand Traverse County Civic Center, downtown Traverse City, Boardman Lake, Grand Traverse Bay, Northwest Michigan College and two golf courses. Its placement in this central location offers both leisure and business travelers easy mobility and abundant opportunities within the area. Construction on the Cambria Suites Traverse City is expected to begin October 2007.

"We're very excited to work with TC 92 Suites in bringing this Cambria suites hotel to Traverse City and know that travelers will feel right at home thanks to the stylish surroundings and upscale amenities," said William Edmundson, brand president, Cambria Suites. "We can't wait for this new property to open its doors in Traverse City and feel privileged to be part of this great community."

In addition to offering more than 1,000 square feet of meeting space, the Cambria Suites Traverse City hotel will also provide more than half its parking below the building, out of inclement weather and conveniently located near the elevators.

"As we continue to build the Cambria Suites brand, we are looking for owners that truly embody what this new upscale brand stands for -- and TC 92 Suites does just that," added Brad LeBlanc, vice president, franchise sales, Cambria Suites.

Cambria Suites is designed for guests who want to take their lifestyle with them when they travel. The stylish design is more intimate than traditional hotel decor and guestrooms 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, and MP3 jacks in the guest suites and complimentary wired and wireless high-speed Internet access throughout the property. More than half of the parking at the Cambria Suites Traverse City will be below the building, out of weather and convenient to elevators.

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. 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://www.cambriasuites.com/>.

About Choice Hotels

Choice Hotels International franchises more than 5,400 hotels, representing more than 440,000 rooms, in the United States and 39 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 the Choice Hotels Internet site, which may be accessed at <http://www.choicehotels.com/>.

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