

## **Cambria Suites Becomes First Hotel Brand to Provide Performance Suite of Products From hotel SystemsPro**

**Suite of Products Including Sales & Catering Automation, e-Marketing, Hotel Maintenance Software and More Provided at All Cambria Suites Hotels**

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Choice Hotels International, Inc. announced today that the Cambria Suites brand will provide all properties within the new upscale brand with hotel Sales & Catering Pro, hotel MarketingPro, hotel ReaderboardPro and hotel Service & Maintenance Pro automation software programs from hotel SystemsPro LLC. This makes the Cambria Suites brand the first hotel brand to provide this suite of products at all of its locations as a brand standard in an effort to increase efficiency and potential revenue for franchisees.

"Our team is working consistently to bring new, innovative and exciting products and tools to our franchisees that can make their jobs easier and their businesses potentially more profitable," said William Edmundson, brand president, Cambria Suites. "That's why we've chosen to work with hotel SystemsPro based on the great services and products they're known for and because we feel they're the best match for the Cambria Suites brand."

Together, these programs will offer solutions for sales and catering automation, preventative maintenance, e-marketing, digital display, service recovery, preventative maintenance and more.

As a Web-based technology, Sales & CateringPro is an easy to use, full feature hotel sales software program designed for hotels that can automate the entire sales administration process in less time and at a significantly lower cost than many competing products. Hotel Service & MaintenancePro is designed to automate maintenance scheduling, tracking and administration. Also offered will be hotel MarketingPro, designed to utilize the Internet for marketing opportunities.

"We're very excited to bring our suite of hotel performance solutions to every Cambria Suites hotel and have no doubt that this exciting new brand will soon be a leader in its market segment," said Chip Carroll, president, hotel SystemsPro LLC.

This performance suite of solutions is implemented at the brand's two open hotels in Boise, Idaho and Appleton, Wis. and will be in place at three other properties set to open this year including Green Bay, Wis., Minneapolis, Minn. and Savannah, Ga. as well as at all future Cambria Suites locations. As of June 30, 2007, 58 Cambria Suites hotels were under contract in 26 states nationwide and in Canada.

### **About hotel SystemsPro, LLC**

hotel SystemsPro has been providing the hospitality industry with performance software and services since 1996. The systems are installed in more than 2,500 resorts, casinos, full service hotels, select feature hotels and conference centers. Currently, hotel SystemsPro products are used by more than 10,000 daily users and are the company standard of several hospitality industry owners, management companies and brands.

### **About Choice Hotels**

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 Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn 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).

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

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