

Stylish New Upscale Cambria Suites Hotel Planned for Fort Myers, Florida

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The Cambria Suites brand continues to grow and expand thanks to the execution of another franchise agreement for a new hotel to be located in Fort Myers, Florida. The Fort Myers property, part of the upscale Cambria Suites brand franchised by Choice Hotels International, will be owned by developer Buffalo Lodging Associates, LLC of Stoughton, Massachusetts. As of September 30, 2007, 59 Cambria Suites hotels were under contract in 26 states nationwide and in Canada.

"We're excited to bring this contemporary new brand to Fort Myers," said Ron Kendall of Buffalo Lodging Associates. "Cambria Suites is able to combine elements of style and function for people who want to take their lifestyle with them when they travel."

The Cambria Suites hotel will bring the latest in hotel innovation to the Fort Myers area. Like all Cambria Suites hotels, the all-suite hotel boasts a stylish design and guestrooms that are 25 percent larger than standard hotel rooms. The hotel will 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.

"We look forward to working with Buffalo Lodging Associates and can't wait for the day we open the doors to this property," said William Edmundson, brand president of Cambria Suites for Choice Hotels. "Modern travelers expect their hotel to reflect their lifestyle within its amenities, surroundings and even food and beverage options -- the Cambria Suites hotel in Fort Myers has been designed to do just that."

The 129-suite hotel will be located at the intersection of Ben C. Pratt Parkway and Colonial Boulevard, just miles from Fort Myers Beach. The hotel's location will also be convenient to the Southwest Florida International Airport, downtown Fort Myers, the Lee County Sports Complex, Germain Arena and the Barbara B. Mann Performing Arts Hall. The hotel is also within 10 miles of several country clubs & golf facilities, making it the ideal location for both leisure and business travelers.

"As development behind the Cambria Suites brand continues to remain strong, Buffalo Lodging Associates is exactly the type of owner that we're looking for in building this stylish, new, upscale brand," added Brad LeBlanc, vice president of franchise sales for Cambria Suites, Choice Hotels.

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. To request information about Cambria Suites, visit the Cambria Suites website at <http://www.cambriasuites.com/>.

About Choice Hotels

Choice Hotels International franchises more than 5,500 hotels, representing more than 450,000 rooms, in the United States and 37 countries and territories. As of September 30, 2007, 872 hotels are under development in the United States, representing 68,853 rooms, and an additional 82 hotels, representing 7,970 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 <http://www.choicehotels.com/>.

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