

## **Travelers to McAllen/Mission, Texas Area Get New Take on Lodging with Cambria Suites Hotel**

### **Choice Hotels Announces Plans for Stylish New Upscale Hotel**

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SILVER SPRING, Md.

Choice Hotels International announced today plans for a new Cambria Suites hotel, the lodging franchisor's stylish new upscale hotel brand, in the McAllen/Mission, Texas area. The all-suite hotel will be owned and operated by developer Allied Valley Ventures III, LTC. As of December 31, 2007, 65 Cambria Suites hotels were under contract in 26 states nationwide and in Canada.

"We're very excited to be building a Cambria Suites in Mission," said William Edmundson, brand president of Cambria Suites, Choice Hotels. "The fact is that this new brand is reflective of today's traveler, who want to take their modern lifestyle with them when the travel."

The Cambria Suites hotel will be located at 901 S. Shary Rd. and will bring the latest in hotel innovation to the McAllen/Mission area, boasting a stylish design and guestrooms that are 25 percent larger than standard hotel rooms. The hotel will also 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.

"Both leisure and business travelers are looking for a refreshing take on hotel design and amenities -- and this Cambria Suites hotel will offer just that," said Vishal Buxani of Allied Valley Ventures III, LTD.

All Cambria Suites hotels include Reflect, a casual dining area that features a full barista coffee bar and serves breakfast and dinner; Refresh, a state-of-the-art fitness center with an 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.

"In building this new upscale brand, we're looking for developers like Allied Valley Ventures that really understand Cambria Suites and what it's all about," added Brad LeBlanc, vice president of franchise sales for Cambria Suites, Choice Hotels.

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 December 31, 2007, 1,004 hotels are under development in the United States, representing 79,342 rooms, and an additional 89 hotels, representing 8,640 rooms, are under development in more than 15 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 Web site, which may be accessed at <http://www.choicehotels.com/>.

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