

Choice Hotels International Opens Cambria Suites Hotel in Noblesville, Ind. New Upscale, All-Suites Brand Perfectly Combines Form and Function to Meet the Needs of Today's Travelers

PRNewswire-FirstCall
SILVER SPRING, Md.

Today, Choice Hotels International, Inc. announces a grand opening celebration of the Cambria Suites in Noblesville, Ind. Representatives of Choice Hotels, Ceres Enterprises, area businesses and many members of the Noblesville Chamber of Commerce will attend the celebration, and presentations will be made by Choice and Ceres Enterprises executives.

The Noblesville property, which opened to guests on July 2, features over 3,000 square feet of meeting space, with the largest of the property's three meeting rooms able to accommodate up to 100 attendees. Cambria Suites are designed for guests who want to take their lifestyle with them when traveling, and the hotels feature a stylish design with guest suites that are 25 percent larger than standard hotel rooms. The 132-suite Noblesville hotel is owned and operated by Ceres Enterprises, LLC. As of June 30, 2009, there are 18 Cambria Suites hotels open and over 60 under development nationwide.

"We're thrilled to expand our presence in Indiana," said Kevin J. Lewis, president, Cambria Suites. "We can't wait for visitors of Noblesville to experience everything this brand has to offer."

The grand opening celebration will also support Third Phase, Hamilton County's largest shelter, food, and clothing pantry through a donation of \$500. The Cambria Suites Noblesville owners and staff are dedicated to improving the lives of those in need and will continue to invest their time and resources in the surrounding community. For more information about Third Phase, visit www.thirdphase.org.

Cambria Suites hotels are smoke-free and every suite features separate work and living areas with ergonomic chairs, movable desks, luxury linens, and Bath and Body Works products. The all-suites hotels offer the latest in technology, including a 52-inch television in the open, airy two-story lobby and each suite includes two flat-screen LCD televisions, a CD/DVD player, and MP3 jacks. Select suites offer MediaHub(TM) plug-and-play technology allowing guests to connect their laptop, MP3 player, game console, digital camera, or CD/DVD player hassle-free. Free high-speed wired and wireless Internet access is available throughout the hotel, so that guests can stay connected when on the road.

"Noblesville is ready for a hotel like Cambria Suites," said Frank Crisafi, CEO, Ceres Enterprises, LLC. "This is an ideal location for business travelers and anyone visiting the city to see a concert at the nearby Verizon Wireless Music Center."

Like all Cambria Suites hotels, the Noblesville hotel features Reflect, a dining and gathering area serving a dinner menu, liquor, wine, beer, and a barista bar featuring Wolfgang Puck coffee, and a hot breakfast buffet; Refresh, a state-of-the-art fitness center with a resort-style indoor pool and hot tub/spa area; and Refill, a 24-7 convenience store that offers energy drinks, organic snacks, and sundries as well as freshly prepared grab-and-go gourmet salads and sandwiches.

The Noblesville hotel is within walking distance of the Verizon Wireless Music Center and Hamilton Town Center shopping mall, and is located near several local attractions, including the Indiana Transportation Museum, the Indiana State Fairgrounds and the Lawrence Soccer Complex. The hotel can be reached via phone at (317) 773-4970 or via fax at (317) 773-4965. For more information on Cambria Suites, visit cambriasuites.com.

Cambria Suites is committed to operational excellence and feature the Cambria Pledge, an unconditional 100-percent-satisfaction guarantee.

About Choice Hotels

Choice Hotels International, Inc. franchises more than 5,900 hotels, representing more than 479,000 rooms, in the United States and more than 30 other countries and territories. As of June 30, 2009, more than 800 hotels are under construction, awaiting conversion or approved for development in the United States, representing more than 64,000 rooms, and an additional 110 hotels, representing approximately 8,700 rooms, are under construction, awaiting conversion or approved for development in more than 15 other 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. In addition, via its Ascend Collection membership program, travelers in the United States and the Caribbean have upscale lodging options at historic, boutique and unique hotels.

Additional corporate information may be found on the Choice Hotels International, Inc. Web site, which may be accessed at www.choicehotels.com.

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