

Sleep Inn Introduces New Amenities to Enhance a Guest's Stay

Exclusive new offerings - ZENSES and Dream Cup - encourage guests to relax and savor their visit

PR Newswire
ROCKVILLE, Md.

ROCKVILLE, Md., May 10, 2017 /PRNewswire/ -- The Sleep Inn brand unveiled new guest offerings at the 63(rd) annual Choice Hotels Convention in Las Vegas. To deliver on the brand's tagline, *Dream Better Here®*, the new amenities include the ZENSES line(TM), a line of bath and body products, and Dream Cup(TM), a hot beverage station which will offer unique premium blends of tea. The new guest offerings complement the Sleep Inn brand's prototype design and continues to deliver on the '*Designed to Dream*' brand promise in a low-cost, simple and focused way for guests and hotel owners.

"Every Sleep Inn hotel is designed to offer a simply stylish retreat where guests can enjoy a restful stay, beyond just their slumber," said Anne Smith, vice president, brand strategy for Choice Hotels. "Guest research and franchisee feedback revealed insights that helped us shape the entire guest experience in a uniquely Sleep Inn way that leave guests feeling well-rested and happy."

Inspired by nature, the ZENSES bath line was created exclusively for Sleep Inn and includes shampoo, conditioner, body soap and lotion. The products are infused with essential oils and further highlight the Sleep Inn brand promise with its peaceful design and relaxing scent.

Dream Cup, a new hot beverage station, offers coffee, hot chocolate and premium sachet tea. New tea blends have been developed exclusively for Sleep Inn, including a signature Be Rested Chamomile herbal blend.

To stay true to the prototype design, the brand is also rolling out new bedding, highlighted by a white, nature-inspired coverlet.

"Sleep Inn is continuing to perform strongly, recording 34 consecutive months of RevPAR index gains, and stealing market share from the focused competition," said Brian Quinn, vice president, franchise development, Choice Hotels. "There are development opportunities for Sleep Inn all over the country, and we are excited to see the future growth of the brand."

Dream better with the Sleep Inn brand by visiting <https://www.choicehotels.com/sleep-inn>.

Sleep Inn® Dream Better Here®

Every Sleep Inn hotel offers a simply stylish stay that's designed to help our guests *Dream Better Here*. You'll find fresh, nature-inspired design elements that are modern but timeless, that create a relaxed and serene environment. An all-new construction brand, every Sleep Inn hotel is built with a specific vision in mind -- to be a sanctuary for travelers as well as an efficient property to build, operate, and maintain. Franchised by global lodging leader Choice Hotels, Sleep Inn properties boast strong product consistency and an established presence in the midscale hotel segment with nearly 500 Sleep Inn properties open and under development across North America. All Sleep Inn hotels include free Wi-Fi, a complimentary Morning Medley breakfast buffet with plenty of hot and cold options, swimming pool and/or fitness center. For more information, visit www.choicehotels.com/Sleep-Inn.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest hotel companies. With approximately 6,500 hotels franchised in more than 40 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe. As of March 31, 2017, 795 hotels

were in our development pipeline. Our company's Ascend Hotel Collection®, Cambria® hotels & suites, Comfort Inn®, Comfort Suites®, Sleep Inn®, Quality®, Clarion®, MainStay Suites®, Suburban Extended Stay Hotel®, Econo Lodge®, Rodeway Inn®, and Vacation Rentals by Choice Hotels(TM) brands provide a spectrum of lodging choices to meet guests' needs. With more than 30 million members and counting, our Choice Privileges® rewards program enhances every trip a guest takes, with benefits ranging from instant, every day rewards to exceptional experiences, starting right when they join. All hotels and vacation rentals are independently owned and operated. Visit us at www.choicehotels.com for more information.

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