

## **The Ascend Hotel Collection Welcomes the LOOK Hotel in Brooklyn, NY**

PR Newswire  
ROCKVILLE, Md.

ROCKVILLE, Md., June 19, 2017 /PRNewswire/ -- The LOOK Hotel, a new boutique hotel property in the Red Hook neighborhood of Brooklyn, NY, is among the latest independent hotel properties to join the Ascend Hotel Collection by Choice Hotels International, Inc. (NYSE:CHH), one of the world's leading hotel companies. Known for inspiring individuality, the Ascend Hotel Collection is the first and largest global soft brand, featuring best in class unique, boutique and historic hotels and resorts with more than 230 properties open or under development worldwide.

The sleekly designed 81-room boutique hotel is situated by the Brooklyn waterfront. The property features newly renovated, modern guest rooms that showcase residential inspired finishes and details, including oversized work desks, comfy task chairs and triple-sheet bedding. The hotel also offers tech amenities, such as a 40" flat-screen HDTV with free-to-guest programming, complimentary high-speed Wi-Fi, and abundant USB ports for easy connectivity. There are several food and beverage offerings on-site, including a bar & lounge, café and outdoor patio which serve craft artisanal products sourced from the best local vendors.

Adapted from its previous structure, this transformed hotel features a design which showcases the neighborhood's old industrial past mixed with its vibrant future. It is conveniently located near Brooklyn Bridge Park, Barclays Center and the Brooklyn Cruise Terminal, with Manhattan just minutes away.

This hotel participates in the award-winning Choice Privileges loyalty rewards program, rated no. 1 in *USA Today's* 10Best Readers' Choice Awards list. Membership is free, offers fast rewards, instant perks, and exclusive member rates when booking directly at [www.choicehotels.com](http://www.choicehotels.com). Members can redeem points towards free nights, airline miles and more while staying at any of Choice's 11 global brand hotels, including the Ascend Hotel Collection, Cambria Hotels, Comfort Inn, Comfort Suites, Sleep Inn, Quality Inn, Clarion, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge, and Rodeway Inn.

*Ascend Hotel Collection: let the destination reach you.*

The Ascend Hotel Collection is a global portfolio of unique, boutique and historic independent hotels and resorts and is part of Choice Hotels International, one of the world's leading hotel companies. Recognized as the hotel industry's first "soft brand" concept, the Ascend brand has more than 170 properties open and operating worldwide, including in France, the United Kingdom, Norway, Sweden, Turkey, Australia, Canada, and the Caribbean region. Membership with the Ascend Hotel Collection enables distinctive, independent properties to gain a global presence while maintaining their local charm. For more information, visit [www.choicehotels.com/Ascend](http://www.choicehotels.com/Ascend).

### *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®, Comfort Inn®, Comfort Suites®, Sleep Inn®, Quality®, Clarion®, MainStay Suites®, Suburban Extended Stay Hotel®, Econo Lodge®, Rodeway Inn®, and Vacation Rentals by Choice Hotels(®) 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](http://www.choicehotels.com) for more information.

SOURCE Choice Hotels International, Inc.

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