

Cambria Hotels Debuts in Downtown Asheville, N.C.

ROCKVILLE, Md., Dec. 18, 2017 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel companies, in collaboration with FIRC Group, Inc., announced the opening of the new Cambria Hotel in Downtown Asheville, N.C.

Located at 15 Page Avenue, the new 136-room Cambria Hotel Downtown Asheville is at the epicenter of the city's many attractions, steps from a multitude of award-winning craft breweries, restaurants, art galleries and music venues. The property is also a short distance from the iconic Biltmore Estate. The property offers a one-of-a-kind scenic view of the nearby Blue Ridge and Great Smoky mountain ranges, and is in close proximity to the Biltmore Company and Mission Health corporate headquarters as well as the GE Aviation facility.

"As the Cambria brand continues to expand in key markets throughout the country, we are thrilled to bring our upscale and growing hotel brand to Asheville. It is an emerging city with a strong food, craft beer and arts culture, in addition to having stunning natural scenery around it. Asheville continually ranks as one of the best cities in the nation for commerce, innovation and leisure travel, making it the perfect location for the modern traveler," said Janis Cannon, senior vice president, upscale brands at Choice Hotels. "The Cambria Hotel Downtown Asheville offers guests an ideal new lodging option that allows them to treat themselves when they are on the road for business or leisure travel."

The Cambria Hotel Downtown Asheville property features the restaurant and bar Hemingway'sCuba where guests and locals alike can enjoy an authentic Cuban restaurant experience with the ambiance of Asheville's Blue Ridge Mountains. The hotel also includes 3,400 square feet of meeting rooms, an open-air terrace and a state-of-the-art fitness center.

Choice Hotels teamed with FIRC Group, Inc., an experienced, family-owned and operated real estate development company to open the Cambria Hotel Downtown Asheville property.

"The Cambria brand is known for providing a stylish, yet approachable and personalized upscale guest experience, which makes it a great addition for the Asheville community and our portfolio," said Antonio O. Fraga, Sr., president and founder of FIRC Group, Inc. "Choice Hotels has been an incredible teammate and resource throughout the development process, and we're excited to share this new Cambria property with our guests."

About Cambria Hotels

Cambria® Hotels are designed for the modern traveler, offering guests a distinct experience with simple, guilt-free indulgences allowing them to treat themselves while on the road. Properties feature compelling design inspired by the location, spacious and comfortable rooms, flexible meeting space, and local freshly prepared food and craft beer. Cambria Hotels is rapidly expanding in major U.S. cities, with hotels open in Chicago, New York City, Pittsburgh, Washington, D.C., and Los Angeles. There are now 33 Cambria properties open across the United States, and there are more than 100 hotels open or in the pipeline in the U.S. and Canada. To learn more, visit www.cambriahotelsandsuites.com.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest hotel companies. With over

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 September 30, 2017, over 800 hotels were in our development pipeline. Our company's Ascend Hotel Collection®, Cambria® Hotels, 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 33 million members, 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.

About FIRC Group, Inc.

FIRC Group, Inc. is a full service real estate company with offices in Florida and North Carolina. Family owned and operated since 1979, FIRC, headquartered in Asheville, NC, develops and manages properties in Hospitality, Commercial, Residential and Office. In addition, FIRC offers the following real estate services: acquisitions, management, leasing, brokerage, and tenant representation, putting their experience and expertise to work for their clients.

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