

Rodeway Inn Brand Reaches Major Milestone as the 600th Hotel Opens

ROCKVILLE, Md., Jan. 17, 2018 /PRNewswire/ -- Rodeway Inn, the well-known economy hotel and one of 11 Choice Hotels International, Inc. (NYSE: CHH) brands, announced the opening of its 600th hotel. Located at 4565 West Keiser Avenue in Osceola, Arkansas, the opening of the Rodeway Inn Osceola, marks a significant milestone in the brand's ongoing expansion.

The Rodeway Inn Osceola offers free wireless internet, premium movie channels and flat screen televisions, so guests have the accommodations they need to make the most of their travel experience. The property is conveniently located near the Mississippi River, Arkansas Northeastern College and many historical sites. The hotel is owned by Yogesh and Leena Shah and is their third franchised property with Choice Hotels.

"The opening of the 600th Rodeway Inn hotel reflects a continues commitment to offer both guests and our franchisees an affordable lodging option in key locations across the country," said Craig Mustard, head of economy brands at Choice Hotels. "The Rodeway Inn brand is designed to provide guests and owners with exceptional value and a simple stay. Like our guests who stay with us, our franchisees benefit from access to our award-winning loyalty program, Choice Privileges, and from the backing and support of a global hotel company."

The hotel participates in the award-winning Choice Privileges loyalty rewards program, rated no. 1 in *USA Today's* 10Best Readers' Choice Awards list for two consecutive years. Membership is free, offers fast rewards, instant perks, and exclusive member rates when booking directly at www.choicehotels.com. Members can redeem points towards free nights, airline miles and more while staying at any of Choice's 11 branded 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.

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.

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