

Sleep Inn Brand Surpasses 400 Properties Open Worldwide Midscale Brand Continues Growth with more than 140 Properties in Pipeline

ROCKVILLE, Md., Jan. 18, 2018 /PRNewswire/ -- The Sleep Inn brand, a proven leader in the midscale lodging segment and part of the Choice Hotels International, Inc. (NYSE: CHH) portfolio, has surpassed 400 properties open worldwide and increased its pipeline to more than 140 hotels.

In 2018, the brand is projected to open hotels in several major markets, including Denver, Fort Worth, Houston and Jacksonville. In addition, Choice also recently reached a milestone with its 10th Sleep Inn and MainStay Suites dual-brand location opening. There are more than 70 dual-brand projects in the pipeline as the innovative concept grows rapidly in the U.S.

"The Sleep Inn brand continues to cement itself as a leader in the midscale segment," said Brian Quinn, vice president, franchise development, Choice Hotels. "Our strong Sleep Inn pipeline reinforces our unique ability to appeal to both guests and owners."

With the lowest build costs in the midscale segment, the Sleep Inn brand offers a smart, long-term investment opportunity. The evolved prototype, introduced in 2016, features an efficient footprint and an always in style design. From the nature-inspired timeless look, to the Dream Cup 'Perfect Sleep Tea' offering and exclusive ZENSES bath line, every element is designed to deliver a happy night's rest to guests of today and tomorrow.

"Choice Hotels has a deep understanding of the midscale space. And as owners' expectations and travelers' preferences evolve, the Sleep Inn brand is adapting with them," said Anne Smith, vice president, brand management and design, Choice Hotels. "Our cost-effective prototype and simply stylish design allow guests to *Dream Better Here* and provide franchisees with a great investment that never goes out of style."

For more information on Sleep Inn hotel development opportunities, please visit <https://choicehotelsdevelopment.com/sleepinn/> to learn more.

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 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.

Forward-Looking Statement


Certain matters discussed in this press release constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Generally, our use of words such as "expect," "estimate," "believe," "anticipate," "should," "will," "forecast," "plan," "project," "assume" or similar words of futurity identify such forward-looking statements. These forward-looking statements are based on management's current beliefs, assumptions and expectations regarding future events, which in turn are based on information currently available to management. We caution you not to place undue reliance on any such forward-looking statements. Forward-looking statements do not guarantee future performance and involve known and unknown risks, uncertainties and other factors.

Several factors could cause actual results, performance or achievements of the company to differ materially from those expressed in or contemplated by the forward-looking statements. Such factors include, but are not limited to, changes to general, domestic and foreign economic conditions; foreign currency fluctuations; operating risks common in the lodging and franchising industries; changes to the desirability of our brands as viewed by hotel operators and customers; changes to the terms or termination of our contracts with franchisees; our ability to keep pace with improvements in technology utilized for marketing and reservations systems and other operating systems; our ability to grow our franchise system; exposure to risks related to development activities; fluctuations in the supply and demand for hotels rooms; our ability to realize anticipated benefits from acquired businesses; the level of acceptance of alternative growth strategies we may implement; operating risks associated with our international operations; the outcome of litigation; and our ability to manage our indebtedness. These and other risk factors are discussed in detail in the company's filings with the Securities and Exchange Commission including our annual reports on Form 10-K and our quarterly reports filed on Form 10-Q. We undertake no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.

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For further information: Alannah Don, (301) 592-5154, Alannah.Don@choicehotels.com

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