Cambria Hotels Opens New Upscale Property in Rapidly Growing Phoenix Area

ROCKVILLE, Md., Jan. 31, 2018 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel companies, in collaboration with Hines and Concord Hospitality Enterprises, announced the opening of the Cambria Hotel Phoenix Chandler – Fashion Center.

The new 136-room upscale property features a pool with cabanas, fitness room, lounge area, and 1,300 square-feet of multi-function meeting space. In addition, the property has onsite dining, including a menu comprised of locally-inspired specialties, signature cocktails, local craft beers, as well as freshly prepared grab-and-go gourmet salads and sandwiches.

Located near Loops 101 and 202 at 3165 West Fry Rd., the newCambria hotel is part of the Chandler Viridian, a 25-acre mixed-use development project that includes office space, luxury apartments, retail offerings, and a pedestrian promenade to the Chandler Fashion Center. The hotel is near many Phoenix area attractions, including premier golf courses, national parks and several corporate offices, such as Intel, Microchip Technologies and PayPal. This is the second Cambria hotel to open in the Phoenix area. The Cambria Hotel North Scottsdale Desert Ridge property opened in December 2017.

"The Cambria Hotel Phoenix Chandler – Fashion Center property continues our expansion in key markets across the country, as we develop hotels that meet and exceed the needs of the modern traveler," said Janis Cannon, senior vice president, upscale brands at Choice Hotels. "ThePhoenix market is growing rapidly with increased corporate demand and tourism, and we're thrilled to work with Hines and Concord Hospitality Enterprises to bring another Cambria property to the thriving area."

Choice Hotels collaborated with Hines, a global real estate investment company and the developer behind the Chandler Viridian project, to open the Cambria Hotel Phoenix Chandler – Fashion Center.

"It's been a pleasure to work with both Choice Hotels and Concord Hospitality Enterprises to bring this outstanding upscale hotel to fruition," said Chris Anderson, managing director and local city leader for Hines. "The Cambria Hotels brand is the perfect fit to bring our vision for this multi-use complex to life."

Choice Hotels also worked with Concord Hospitality Enterprises to open the Cambria Hotel Phoenix Chandler – Fashion Center. Concord Hospitality is an experienced developer and provides dedicated hotel management services to over 85 full-service and upscale select-service hotels, including Cambria properties in Durham, N.C., Washington, D.C. and New York City, and soon will be opening in Philadelphia in March 2018 and Houston.

"We're extremely happy to open another beautiful Cambria hotel and be a part of the brand's continued expansion across the United States," said Mark Laport, president and chief executive officer, Concord Hospitality Enterprises. "Choice Hotels is a pioneer in the industry and continues to exceed our expectations, which is a testament to our collaboration. We're eager to help open more properties in top markets, like Chandler, Philadelphia and Houston, following already bringing the brand toDurham, Washington, D.C. and New York City."

For more information on Cambria hotel development opportunities, please visit https://choicehotelsdevelopment.com/cambriahotels/ to learn more.

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. Cambria now has 38 hotels 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 Hines

Hines is a privately owned global real estate investment firm founded in 1957 with a presence in 201 cities in 21 countries. Hines has approximately $100 billion of assets under management, including $54.5 billion for which Hines provides fiduciary investment management services, and $45.5 billion for which Hines provides third-party property-level services. The firm has 113 developments currently underway around the world. Historically, Hines has developed, redeveloped or acquired 1,262 properties, totaling over 414 million square feet. The firm's current property and asset management portfolio includes 529 properties, representing over 213 million square feet. With extensive experience in investments across the risk spectrum and all property types, and a pioneering commitment to sustainability, Hines is one of the largest and most-respected real estate organizations in the world. Visit www.hines.com for more information.

About Concord Hospitality Enterprises Company

As an award-winning hotel development, ownership and management company, Concord Hospitality Enterprises Company has spent the last three decades partnering with owners and its investors on more than $2.5 billion in in premium branded properties across the United States and Canada. As an operator, both for third party owners and partners, Concord Hospitality instills value from the ground up, developing and managing with a sustainable viewpoint, a focus on quality and a hands-on involvement to ensure long-term profitability. Learn more at www.concordhotels.com.

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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