

Choice Hotels to Develop New Cambria Hotel in Bettendorf, Iowa

ROCKVILLE, Md., Feb. 21, 2018 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel companies, has signed an agreement with Frontier Hospitality Group to develop the first Cambria hotel in Iowa. The four-story, 108-room Cambria Hotel Bettendorf will be located at the intersection of Middle Road and Forest Grove Road.

The Cambria Hotel Bettendorf is scheduled to open in 2019, and will provide guests with a new and approachable upscale lodging option. In addition to a state-of-the-art fitness center and multi-function meeting space, the hotel will include contemporary onsite dining, serving a menu comprised of local specialties, liquor, wine, and local craft beers, as well as freshly prepared grab-and-go gourmet salads and sandwiches.

The property will be part of the 75-acre TBK Bank Sport Complex BettPlex and High Five family entertainment center, and is conveniently located near the Quad City International Airport. Major corporations in the area include Rock Island Arsenal, Deere & Company (John Deere), HyVee, Kraft Foods and Oscar Mayer. The property is just minutes from popular leisure attractions, such as the Tax Slayer Center, Rhythm City Casino, Isle Casino and many parks.

"Bettendorf is part of the Quad Cities, one of the largest metropolitan areas along the Mississippi River, and features a growing business community and vibrant culture," said Mark Shalala, vice president, development, upscale brands at Choice Hotels. "As the Cambria brand continues to grow, we look forward to working with Frontier Hospitality Group to develop the first Cambria hotel in Iowa, and further Choice's upscale offerings throughout the Midwest."

Frontier Hospitality Group is an experienced real estate development and management company, with 68 years of industry experience.

"The Cambria brand offers a tremendous product that guests love, and we're thrilled to add this great brand to our portfolio," said Dan Huber, CEO of Frontier Hospitality Group. "We look forward to continuing our collaboration with Choice Hotels to help bring our project in the TBK Bank Sports Complex area to fruition, and offer guests an unparalleled upscale and local experience while visiting Bettendorf."

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

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 38 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 6,800 hotels franchised in more than 40 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe and more than 1,000 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®, WoodSpring Suites SM, Econo Lodge®, Rodeway Inn®, and Vacation Rentals by Choice Hotels™ brands provide a spectrum of lodging choices to meet guests' needs. With more than 35 million members, our Choice Privileges® rewards program enhances every trip a guest takes, with benefits ranging from 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 Frontier Hospitality Group

Frontier Hospitality Group is co-owned by Bart T. Baker and Daniel Huber who reside in the Quad Cities. FHG was founded by Mr. Baker's family in 1950. FHG is celebrating 68 years of owning and operating hotels. Mr. Huber is the former CEO of DavenportOne. He and Mr. Baker have co-owned FHG since 2007. Together with their partners they own and operate the Holiday Inn Express in Moline, IL located at the Quad Cities International Airport; the Holiday Inn Express in East Peoria, IL, the Best Western Plus SteepleGate Inn in Davenport, IA; the Best Western Plus Dubuque Hotel and Conference Center, in Dubuque, IA and the Champps Americana Restaurant & Bar located in Dubuque, IA.

Note on forward-looking statement: This communication includes "forward-looking statements" about future events, including anticipated hotel openings. Such statements are subject to numerous risks and uncertainties, including construction delays, availability and cost of financing and the other "Risk Factors" described in our Annual Report on Form 10-K, any of which could cause actual results to be materially different from our expectations.

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