

## **Sleep Inn Finishes Strong 2017 With Substantial Increase In Franchise Agreements**

ROCKVILLE, Md., March 15, 2018 /PRNewswire/ -- The Sleep Inn brand concluded a successful 2017 with a 25 percent increase in franchise agreements over the previous year. The brand's story is resonating among developers after being told through a provocative marketing platform. Franchised by Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel companies, the Sleep Inn brand has more than 525 properties open or in the pipeline globally. As interest in the brand continues to grow, there are several openings planned in major United States markets in 2018, including Denver, Fort Worth, Texas, Houston and Jacksonville, Fla.

The bold "Always Sleep Inn Style" ad campaign from last year highlighted the brand's timeless appeal to both guests and owners, commitment to low costs, and proven leadership in the segment – making it the smart investment in midscale new construction.

"Our strategy for the Sleep Inn brand is working, and developers certainly have noticed. Demand continues to increase for the brand because of the high-performing, long-term investment opportunity it offers owners," said Brian Quinn, head of development, new construction brands, Choice Hotels. "With the lowest new construction build costs in the segment, and a lasting prototype that guests love, the Sleep Inn brand has affirmed its leadership in the highly sought-after midscale market, and is an attractive option for developers throughout the country."

The Sleep Inn prototype was designed to appeal to tastes and behaviors of guests of today and tomorrow. It features an efficient footprint with timeless, nature-inspired aesthetics throughout every guest touch point, as well as the amenities guests need to feel well-rested.

"Guests appreciate the simply stylish design of the Sleep Inn brand, featuring warm colors, black-and-white artwork, and accents rooted in nature," said Anne Smith, vice president, brand management and design, Choice Hotels. "Plus, they like the innovative touches like the streamlined closets and style that don't sacrifice function. We're thrilled about the continued interest from developers, and look forward to more consumers discovering our Designed to Dream experience in new markets."

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

### **Sleep Inn® *Dream Better Here*®**

Every Sleep Inn hotel offers a simply stylish stay that's designed to help 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 over 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](http://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 6,800 hotels franchised in more than 40 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe, and as of February 1, 2018, more than 1,000 hotels were in its 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®, 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](http://www.choicehotels.com) for more information.

#### **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.

#### **Addendum**


This is not an offering. No offer or sale of a franchise will be made except by a Franchise Disclosure Document first filed and registered with applicable state authorities. A copy of the Franchise Disclosure Document can be obtained through contacting Choice Hotels International at 1 Choice Hotels Circle, Suite 400, Rockville, MD 20850, [development@choicehotels.com](mailto:development@choicehotels.com).

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