

Choice Hotels to Develop New Cambria Hotel in Downtown Milwaukee

ROCKVILLE, Md., July 11, 2018 /PRNewswire/ -- [Choice Hotels International, Inc.](#) (NYSE: CHH) has signed an agreement with Integrated Plankinton Milwaukee, LLC, an affiliate of Chicago-based Murphy Development Group (MDG), to develop the Cambria Hotel Milwaukee. Expected to open in the summer of 2019, the hotel is the third property to enter the state of Wisconsin, joining properties in Madison and Appleton.

The four-story, 132-room Cambria Hotel Milwaukee will be located at 503-521 N. Plankinton Avenue in the heart of downtown Milwaukee. The hotel is near some of the city's major corporations, including WE Energies, Northwestern Mutual, Harley-Davidson, Aurora Health Care, and U.S. Bank. The property is also within walking distance to many attractions, such as the Frontier Airlines Convention Center, Bradley Center, U.S. Cellular Arena, the Milwaukee Public Market, the Milwaukee Public Museum, the Harley-Davidson Museum, Discovery World, the Milwaukee Riverwalk, and the Milwaukee Repertory Theater.

The hotel will feature essential upscale amenities tailored for the modern traveler, including:

- 1,300 square-feet of multi-function meeting space and business center
- A state-of-the-art fitness center and indoor pool
- An interior courtyard
- Parking garage
- Spa-style bathrooms with Bluetooth mirrors
- Locally inspired designs
- Open lobby spaces with places to meet, work and hang out with free Wi-Fi
- Menus featuring freshly made food, local craft beer, wine, specialty cocktails, and small bites

"Expanding the Cambria brand to Milwaukee reflects our commitment to introducing modern travelers to an extraordinary upscale experience in urban markets, while providing the amenities to exceed their travel needs," said Mark Shalala, vice president, development, upscale brands, Choice Hotels. "MDG will help develop this hotel, their second Cambria project after developing and opening the Cambria Hotel Chicago Loop-Theatre District last year, an adaptive reuse above the historic Ford Center for the Performing Arts Oriental Theatre. Their ability to deliver a world-class upscale hotel product in high barrier, urban locations is second to none. We look forward to collaborating with them on this project in Milwaukee and expanding the brand's presence in another key Midwest urban market with this great Cambria hotel."

"Tourism in Milwaukee is growing rapidly, and the Cambria Hotel Milwaukee will be located at the epicenter of business and entertainment, making it the perfect option for business and leisure travelers," said John T. Murphy, CEO and principal of MDG. "The hotel's local design and modern amenities, including an indoor pool, will delight and impress guests looking to experience the city's culture. We're thrilled to begin construction on this hotel soon."

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 more than 35 Cambria properties open across the United States, and over 100 hotels open or in the pipeline in the U.S. and Canada. To learn more, visit www.choicehotels.com/cambria.

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 550,000 rooms around the globe and, as of March 31, 2018, there are more than 900 hotels in our development pipeline. Our company's Ascend Hotel Collection®, Cambria® Hotels, Comfort®, 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 36 million members, our Choice Privileges® rewards program enhances every trip a guest takes, with benefits ranging from everyday 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 Murphy Development Group

Murphy Development Group, LLC, focuses on generating development opportunities in the multifamily, hospitality and office sectors across the country. Through sound investment strategies and extensive due diligence, the dynamic development team identifies, evaluates and executes the projects by combining sound financial modelling, economic analysis and entrepreneurial creativity. The Murphy Development Group, LLC, with additional support by the MB Real Estate team, have led numerous developments owned by affiliates of MDG including: Lincoln Park 2550, The Paragon Chicago apartment tower, Hyatt Centric Chicago "The Loop," the Chicago Motor Club redevelopment into a Hampton Inn, and the Oriental Theatre redevelopment into a Cambria Suites hotel. Additionally, MDG is leading a \$1 billion, multi-phase development of Old Cook County Hospital, located in the Illinois Medical District.

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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