

## Comfort Brand Expands in Key U.S. Markets

ROCKVILLE, Md., July 18, 2018 /PRNewswire/ -- The Comfort hotel brand, franchised by Choice Hotels International, Inc. (NYSE: CHH), is expanding in thriving U.S. markets this year amidst its transformation. In just the last three months, 15 new Comfort properties opened; a rate of more than one per week. In addition, there have been several franchise agreements in primary markets.

Recent openings are located across the country, including:

- Asheville, N.C.
- Aurora, Colo.
- Austin, Texas
- Boise, Idaho
- Columbus, Ohio
- Dallas
- Tulsa, Okla.

Recent franchise agreements include:

- Brooklyn, N.Y.
- Charlotte, N.C.
- Nashville, Tenn.
- Phoenix
- San Jose, Calif.

"The brand expansion over the past few months, particularly in primary markets, is a testament to the increased demand for the transformed Comfort brand," said Anne Smith, vice president, brand management and design, Choice Hotels. "Guests love the new Comfort hotels, and we look forward to providing a refreshed, modern experience in more of their favorite cities."

The Comfort brand's \$2.5 billion transformation journey has reinvigorated the brand with refreshed lobbies, upgraded guest rooms and bedding, and 100 percent smoke-free properties, making it the largest smoke-free hotel brand in North America. Further, the Comfort brand recently announced a new logo design as a capstone to the brand's renaissance, which has begun rolling out to properties across the country.

The Comfort brand pipeline is nearly 300 properties, including 80 percent new construction.

"New Comfort hotel openings and franchise agreements in key markets further affirm that the strategy for the brand is working," said Brian Quinn, head of development, new construction brands, Choice Hotels. "Between the substantial investment in the brand, strong pipeline and growth, there's never been a better time to develop a Comfort hotel, and we look forward to sustained success."

For more information on Comfort hotel development opportunities, visit [comfortdevelopment.com](http://comfortdevelopment.com).

### **Comfort® Rested. Set. Go.®**

The Comfort brand, franchised by Choice Hotels, has been trusted by travelers and hotel owners for more than 30 years. With Comfort Inn, Comfort Inn & Suites and Comfort Suites hotel properties nationwide, the Comfort brand family is ready to take care of guests everywhere they need to be. And with hundreds of newly renovated properties, Comfort is committed to helping guests feel refreshed and ready to take on the day, whether they are traveling for business or leisure. Comfort is the largest 100 percent smoke-free hotel brand in North America with more than 1,800 properties open and operating. At Comfort, complimentary amenities include a hot, hearty and healthy breakfast, free Wi-Fi, business center, and fitness center or swimming pool at most locations. Rested. Set. Go.® Because behind every great day is a

great night. For more information, visit [www.choicehotels.com/Comfort-Inn](http://www.choicehotels.com/Comfort-Inn), [www.choicehotels.com/Comfort-Suites](http://www.choicehotels.com/Comfort-Suites) or <https://choicehotelsdevelopment.com/comfort/>.

### **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 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 expenditures on brand improvements and 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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Additional assets available online:  [Photos \(2\)](#)

<https://stage.mediaroom.com/choicehotels/2018-07-18-Comfort-Brand-Expands-in-Key-U-S-Markets>