

Cambria Hotels Breaks Ground in Downtown Milwaukee

ROCKVILLE, Md., Aug. 7, 2018 /PRNewswire/ -- [Choice Hotels International, Inc.](#) (NYSE: CHH) and Integrated Plankinton Milwaukee, LLC, an affiliate of Chicago-based Murphy Development Group (MDG), have broken ground on the Cambria Hotel Milwaukee. The four-story, 132-room property is slated to open in the summer of 2019, expanding Cambria's presence in key Midwestern cities and in Wisconsin, where the brand has properties in Appleton and Madison.

The Cambria Hotel Milwaukee is located at 503 N. Plankinton Avenue in the heart of downtown Milwaukee and is within driving distance to several of the city's major corporations, including WE Energies, Northwestern Mutual, Harley-Davidson, Aurora Health Care, and U.S. Bank. The hotel is also close to the city's major attractions, including the Frontier Airlines Convention Center, U.S. Cellular Arena, the Harley-Davidson Museum, the Milwaukee Riverwalk, and the Milwaukee Repertory Theater.

"Milwaukee is one of the top cities for entrepreneurs and startups. That, coupled with the city's tremendous growth in tourism, make the Cambria brand the perfect addition to the area," said Mark Shalala, vice president, development, upscale brands, Choice Hotels. "MDG brings great expertise, having also developed and opened the Cambria Hotel Chicago Loop-Theatre District in 2017. We look forward to working with them again to introduce the Cambria Hotel Milwaukee as a new upscale hotel for visitors and locals."

The hotel will feature several hallmarks of the Cambria brand tailored to the needs of modern travelers, including:

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

"The Cambria Hotel Milwaukee's local flavor is exactly what business and leisure travelers visiting the city need," said John T. Murphy, CEO and principal, MDG. "We're thrilled to have teamed up with Choice Hotels to introduce the Cambria brand to another flourishing Midwest community. Cambria Hotels continues to delight and impress guests with its upscale experience."

Consolidated Construction will be constructing the hotel.

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 largest and most successful lodging franchisors in the world. With more than 6,800 hotels, representing more than 550,000 rooms, in over 40 countries and territories as of March 31, 2018, the Choice family of hotel brands provide business and leisure travelers with a range of high-quality lodging options from limited service to full-service hotels in the upscale, midscale, extended-stay and economy segments. Choice Privileges®, an award-winning

loyalty program, offers members benefits ranging from everyday rewards to exceptional experiences. For more information, visit www.choicehotels.com.

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.

About Consolidated Construction Co., Inc.

Consolidated Construction Co., Inc. consolidates funding assistance, architecture and construction into a single, expert source to provide streamlined building services to hospitality clients throughout the Midwest. The company's simplified delivery model has resulted in national awards for design/build ingenuity and cost reduction, including two Eagle Awards and a Pyramid Award for Excellence in Construction from Associated Builders and Contractors. Consolidated Construction has designed and constructed twelve Choice Hotels properties, including Cambria Suites in Appleton, Wisconsin; Rapid City, South Dakota; and Avon, Ohio. Award-winning project profiles, customer testimonials and company history can be viewed at www.1call2build.com.

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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