Choice Hotels Launches Clarion Pointe

New Brand Extension Meets Need for Premium Affordable Select-Service Experience

ROCKVILLE, Md., Sept. 20, 2018 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH) today unveiled Clarion Pointe, a midscale select-service brand extension of Clarion that brings together the premium elements guests desire and an affordable travel experience. It also meets hotel owners' strong demand for a new select-service opportunity that is a differentiator in the popular midscale segment.

"As customer expectations continue to evolve, we know that guests desire high-quality and affordable lodging options when they travel," said Patrick Pacious, president and chief executive officer, Choice Hotels. "Clarion Pointe demonstrates our commitment to innovating in the midscale segment and builds on our decades of expertise."

As a brand extension, Clarion Pointe leverages the Clarion brand promise of creating environments for people to connect and socialize. Clarion Pointe allows guests to maximize their total trip experience with "*focal pointes*," including:

- Contemporary design touches, including signature murals in guest rooms and the lobby that reflect local points of interest.
- Curated food and beverage, like free premium coffee and tea from The Coffee Bean &Tea Leaf, as well as free breakfast with fresh and nutritious items. Craft beer and select wines, juices and smoothies, and small bites are available for purchase in the hotel's marketplace.
- On-demand connectivity that lets guests stream content from their mobile devices onto 49-inch TVs with casting capabilities and free streaming-strength Wi-Fi.
- Modern fitness space featuring cardio equipment, a strength-training station, plus casting-capable TVs that enable guests to stream workouts on demand.

"We've leveraged Choice's insights into experiential travel within the midscale segment and developed a brand experience that is '*on pointe'* with guests' expectations for amenities and price point," saidAnne Smith, vice president, brand management and design, Choice Hotels. "As expectations for more affordable premiums continue to grow, the Clarion Pointe brand is ready to deliver for travelers seeking the essentials, elevated to a new level."

Choice Hotels already has more than 50 Clarion Pointe franchise agreements in the development pipeline, including the following locations: Medford, Ore., Gatlinburg, Tenn., and Florence, Miss., which will be the first hotel to open later this year.

"When developers expressed a need for a premium midscale conversion brand to maximize RevPAR, we listened," said Tom Nee, vice president, franchise development, Choice Hotels. "Clarion Pointe fits perfectly into our well-segmented family of brands and is ideal for owners who want to reposition their limited service property into a select service opportunity from a company that's proven itself in this space."

Clarion Pointe joins Choice Hotels' robust midscale and upper midscale brand portfolio, which includes Comfort, Sleep Inn, Quality Inn, MainStay Suites, and Clarion. There are nearly 300 Clarion hotels open around the world, specifically equipped to support corporate and social gatherings with meeting space and full-service bars and restaurants.

All Clarion Pointe hotels will participate in the award-winning Choice Privileges loyalty rewards program, rated no. 1 in *USA Today*'s 10Best Readers' Choice Awards list for two consecutive years and a top hotel loyalty program by *U.S. News & World Report* for three consecutive years. Choice Privileges membership is free and offers fast rewards and exclusive member rates for those who book directly at www.choicehotels.com. Members can earn and redeem points towards free nights, airline miles, and more.

For more information on development opportunities, visit choicehotelsdevelopment.com/.

About Clarion Pointe
The Clarion Pointe™ brand offers sensible explorers more options to get to the Pointe. Hotels offer guests a convenient and affordable experience with premium elements in just the right places, including contemporary design touches, curated food and beverages options, and on-demand connectivity. In addition to comfortable rooms with signature murals, Clarion Pointe properties offer modern fitness essentials and community rooms, plus free Wi-Fi and complimentary breakfast. For more information, visit www.ClarionPointe.com.

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 June 30, 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. The award-winning Choice Privileges® loyalty program offers members benefits ranging from everyday rewards to exceptional experiences. For more information, visit www.choicehotels.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.

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.

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