

Choice Hotels Continues Comfort Transformation

More than One Quarter of U.S. Comfort Hotels in the Process of Obtaining New Signage

ROCKVILLE, Md., Sept. 25, 2018 /PRNewswire/ -- After unveiling a new logo for [Choice Hotels International, Inc.'s](#) (NYSE: CHH) flagship brand in May, the Comfort brands' transformation journey continues to advance. More than 450 hotels in the U.S. Comfort brand portfolio are in the process of obtaining new brand signage and completing renovations to guest rooms and common areas for an overall refreshed look and feel.

"We have focused on the guest from day one of this journey, and we are working diligently to bring a modern and lasting guest experience to all of our Comfort hotels," said Anne Smith, vice president, brand management and design at Choice Hotels. "The new logo signals change and welcomes travelers to experience the new Comfort. We continue to receive tremendous guest feedback – the future of the Comfort brand is bright."

The transformation began in 2012 and incorporated the *Move to Modern* initiative, which includes system-wide upgrades. All U.S. Comfort hotels are required to meet the *Move to Modern* standards by the end of 2019 and guests can expect to see the new signage by the end of 2020. In total, Choice Hotels and its franchisees will have invested \$2.5 billion to deliver a more consistent, up-to-date guest experience, including:

- Refreshed lobbies and public spaces to provide more common areas for relaxing, working and gathering.
- Updated guest rooms with premium quality pillows, mattresses, and bedding.
- 100-percent smoke-free properties, making Comfort the largest smoke-free hotel brand in North America.

The Comfort brands' growth continues to accelerate with recent openings in primary markets, such as Asheville, N.C., Dallas, and Austin, Texas. The pipeline is nearly 300 hotels, 80-percent of which are new construction, and Choice has recently secured franchise agreements in Brooklyn, N.Y., Charlotte, N.C., and Phoenix.

"The Comfort brands' transformation strengthens its position as a leader in the upper midscale hotel segment. The investment made is driving increased developer interest and continued growth," said Brian Quinn, head of development, new construction brands, Choice Hotels. "The brand's rapid expansion is a testament to our commitment, expertise in the segment, and strong value proposition. We look forward to bringing the new Comfort to even more markets and continuing to stake our claim in the segment."

For more information on Comfort hotel development opportunities, please visit choicehotelsdevelopment.com/comfort/.

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, www.choicehotels.com/Comfort-Suites or <https://choicehotelsdevelopment.com/comfort/>.

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 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.

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Additional assets available online:  [Photos \(2\)](#)

<https://stage.mediaroom.com/choicehotels/2018-09-25-Choice-Hotels-Continues-Comfort-Transformation>