

Choice Hotels Continues Dual-Brand Expansion With Sarasota, Florida, Opening

ROCKVILLE, Md., Sept. 25, 2018 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH) has opened its newest dual-branded Sleep Inn and MainStay Suites location in Sarasota, Fla. The dual-brand concept offers a range of accommodations, which appeals to business, leisure, and extended-stay guests, while giving owners and developers the benefits of lower costs to build and operate. The dual-brand concept continues to increase in popularity across the United States with more than 100 Sleep Inn and MainStay Suites dual-brand hotels open or in the pipeline.

The new-construction 86-room Sarasota hotel reflects both brands' recently refreshed prototypes, including the Sleep Inn brand's simply stylish, nature-inspired aesthetic and the MainStay brand's open-concept design with sleek, modern amenities in all suites. Located at 5965 Brookhill Blvd., the Sleep Inn and MainStay Suites Sarasota is near some of the country's best beaches at Siesta Key and Lido Key, as well as high-end shopping and dining at St. Armand's Circle. The location is also close to Ed Smith Stadium, the spring training home of Major League Baseball's Baltimore Orioles, and Nathan Benderson Park, a 600-acre community park, featuring a rowing course and Regatta Center. There are also several universities, medical centers and technology companies nearby.

"As a leader in the midscale segment, Choice excels at providing developers great investment opportunities that also offer guests high-value, high-quality experiences. Our dual-brand concept fits this mold perfectly by lowering operating costs and providing a stay occasion for many types of travelers," said Brian Quinn, vice president, head of development, new construction brands, Choice Hotels. "Our Sleep Inn and MainStay Suites dual-brand pipeline is growing across the country, and we're thrilled to add another location in the popular Sarasota market."

This property was developed by Choice Hotels' 2016 Developer of the Year award winner, Robert Schlabach of Lieben Group LP.

The Sleep Inn and MainStay Suites Sarasota offers appealing amenities like in-suite kitchenettes, a resort-style pool, free hot breakfast and Wi-Fi, meeting spaces, a business center, and a fitness center.

"Sarasota has something to offer everyone: beautiful beaches, a vibrant arts and culture scene, and several colleges and universities. That, combined with a thriving high-tech business climate, make the Sleep Inn and MainStay Suites Sarasota the perfect addition to the community," said Robert Schlabach, managing partner of Lieben Group LP. "Choice Hotels' innovative dual-brand concept is a win-win for developers and guests alike."

Sleep Inn® Dream Better Here®

Every Sleep Inn hotel offers a simply stylish stay that's designed to help our guests *Dream Better Here*. You'll find fresh, nature-inspired design elements that are modern but timeless, that create a relaxed and serene environment. An all-new construction brand, every Sleep Inn hotel is built with a specific vision in mind -- to be a sanctuary for travelers as well as an efficient property to build, operate, and maintain. Franchised by global lodging leader Choice Hotels, Sleep Inn properties boast strong product consistency and an established presence in the midscale hotel segment with nearly 500 Sleep Inn properties open and under development across North America. All Sleep Inn hotels include free Wi-Fi, a complimentary Morning Medley breakfast buffet with plenty of hot and cold options, swimming pool and/or fitness center. For more information, visit www.choicehotels.com/Sleep-Inn.

About MainStay Suites

The MainStay Suites® brand is an extended hotel option that allows guests to live like home whether they're away for a week or a month. Each MainStay® property offers a unique and distinctive experience for customers at an affordable price. Travelers can maintain their lifestyle during their stay with attractive amenities including residential style suites, free high-speed internet access, free continental breakfast,

fitness center and weekly housekeeping and guest laundry services. To learn more, visit www.choicehotels.com/mainstay.

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 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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