

Choice Hotels Continues Midscale Growth with Multi-Unit Expansion among Longtime Franchisees

ROCKVILLE, Md., Sept. 25, 2018 /PRNewswire/ -- [Choice Hotels International, Inc.](#) (NYSE: CHH) has reached agreements with longtime franchisees Magnolia Hospitality Group and Champion Hotels for the development of eight midscale hotels to be located throughout the country, which include a mix of new construction and conversion projects as well as a dual-brand location.

Building on its decades-long relationship with Choice, Magnolia Hospitality Group will open five new hotels in Texas:

- Comfort Inn – Dallas
- Comfort Inn – Ft. Worth
- Sleep Inn – Dallas
- Mainstay Suites – Humble
- Mainstay Suites – Dallas

Champion Hotels, which has worked with Choice for four decades, signed franchise agreements for three Comfort properties:

- Comfort Inn – Schaumburg, Ill.
- Comfort Inn – Bloomington, Minn.
- Comfort Inn – Griswold, Conn.

"The growth of our midscale brands is a testament to our strong value proposition and outstanding product," said Brian Quinn, head of development, new construction, Choice Hotels. "Choice's long-lasting relationships with our franchisees sets us apart, allowing us to fortify our leadership in the expanding midscale segment."

Magnolia Hospitality Group is an experienced developer, opening their first hotel more than 30 years ago. Magnolia Hospitality Group now has several Choice hotels open or under development throughout Texas and Louisiana. Champion Hotels is the largest privately held hotel operator in the United States, with more than 150 franchised hotels.

"Choice has been an incredible teammate for many years, providing great support and resources throughout the development process and beyond. The recently executed franchise agreements exemplify our sustained confidence in Choice and their brands," said Mukund "Mike" Patel, chief executive officer, Magnolia Hospitality Group.

"Choice Hotels is committed to ensuring its brands deliver tremendous value for guests and owners alike. We've been especially impressed by how Choice and franchisees worked together to transform the Comfort brand—which guests now love more than ever," said Champ Patel, chief executive officer, Champion Hotels. "We look forward to continuing to invest in our portfolio, and Choice Hotels, for years to come."

For more information on Choice Hotels development opportunities, please visit www.choicehotelsdevelopment.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 development and 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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For further information: Alannah Don, Choice Hotels: 301-592-5154,
Alannah.Don@choicehotels.com

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