

Choice Hotels Announces the Opening of the Largest Hotel in its Growing Portfolio

Clarion Hotel The Hub in Oslo Features 810 Rooms with Contemporary Design and Premium Amenities

ROCKVILLE, Md., March 21, 2019 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH) is pleased to announce the opening of the largest hotel in its portfolio – the Clarion Hotel The Hub in Oslo, Norway. The hotel offers 810 rooms, unique design, two bars, and a premium rooftop restaurant with stunning views in the heart of Norway's capital city.

"Clarion Hotel The Hub is a destination for those seeking creativity, inspiration, and enriching experiences in the center of Oslo. This is the largest hotel in the city, but it still curates a warm atmosphere, with people who are passionate about diversity, sustainability and going the extra mile for guests," said the hotel's General Manager Andre Schreiner.

Sustainability in its DNA

Sustainability is an important part of the property's profile, as evidenced by its selection of energy efficient materials, systems and daily operations. For example, the hotel is the first in the Nordic region to use smart elevators. It is also home to the biggest rooftop meadow in Scandinavia, encompassing 200 square meters, which has been named GrowHub; the vegetables, herbs and edible flowers from the meadow are incorporated into the Clarion Hotel The Hub's food and beverage offerings.

A meeting place for cultural experiences

Underscoring its commitment to sustainability and community, the Clarion Hotel The Hub deliberately incorporates pure, fresh ingredients into each of its menus. The hotel offers guests several unique dining experiences, including:

- An in-house bakery and patisserie, serving premium coffee and sweet treats.
- Two distinct bars, *Hub Bar* and *Bon Bon Bar*. Located on the hotel's ground floor, Hub Bar provides guests and locals with ample meeting space and a menu featuring coffee, smoothies and lactose-free yoghurt in the morning, salads and sandwiches during lunch and wine tastings in the evening. Situated on the rooftop, *Bon Bon Bar* offers patrons sophisticated cocktails made using Nordic spirits and herbs sourced from GrowHub.
- *Norda Restaurant* features a Nordic fusion-concept menu created by renowned Swedish chef Marcus Samuelsson.

A living collection of art and culture

Thoughtful design, art and architecture differentiate the Clarion Hotel The Hub. Prior to opening, the hotel collaborated with art curator Sune Nordgren to source artwork from numerous renowned artists including Hamish Fulton, Eric & Heiter ChanSchatz and Anne Karin Furunes. The artwork is displayed on the hotel's walls and ceilings and enjoyed by both guests and community members. The hotel also entered an agreement with the Munch Museum to collaborate on future art exhibitions and events, and the hotel lobby houses a library as part of its relationship with Deichmanske Folkebibliotek (the Oslo Public Library). The library features local authors and stories that celebrate Oslo's art, culture, design, history or daily life.

The Clarion Hotel The Hub is one of 20 Clarion hotels open in Scandinavia, all of which are owned by Nordic Choice, Choice's Master Partner in the Scandinavian region who develops, markets and supports Choice's brands in their territories. They currently own, manage or franchise more than 180 properties representing more than 30,000 rooms. Their portfolio consists of Comfort, Quality, Clarion and Ascend Hotel Collection-branded hotels, and the company has plans to open several other hotels under the Choice Hotels umbrella throughout the region in the next year.

"Our focus has always been forging long-term relationships with high-quality developers and operators to grow our international footprint through proven brands," said Mark Pearce, senior vice president, international division, Choice Hotels. "We've been fortunate to work closely with Nordic Choice for many

years to bring several outstanding hotels to fruition, and we know the Clarion Hotel The Hub – a true jewel in our family of Choice Hotels – is yet another outstanding addition to the Scandinavian market."

For more information on the Clarion Hotel The Hub, visit www.choicehotels.com.

Clarion®: Get Together Here

Clarion believes life is better when you get together. The brand provides convenient and affordable accommodations to make all business and social gatherings possible. Clarion hotels feature meeting and event space, on-site dining, catering, and a bar in a social atmosphere to help guests make the most of their time with friends, family and colleagues. In addition to comfortable rooms with premium bedding, Clarion properties offer free Wi-Fi, 24-hour business centers, and fitness centers or pools. As of March 31, 2018, there are more than 300 Clarion hotels open or under development worldwide. For more information visit www.ClarionHotel.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 7,000 hotels, representing nearly 570,000 rooms, in over 40 countries and territories as of December 31, 2018, the Choice® family of hotel brands provides 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.

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