

Choice Hotels Announces Refreshed Look of Its Four Popular Midscale Brand Logos

ROCKVILLE, Md., May 2, 2019 /PRNewswire/ -- [Choice Hotels International, Inc.](#) (NYSE: CHH) celebrated its 80th anniversary this year and continued midscale leadership by unveiling refreshed logos for Quality Inn, Clarion, Sleep Inn, and MainStay Suites at its 65th annual convention. Amidst the successful transformation of Choice's flagship Comfort brand and following the recent launch of the Clarion Pointe brand extension, the updated logos exemplify Choice's leadership across all their midscale hotel brands with a fresh and modern look.

The new logos were designed to reflect both the brands' tradition and potential. All will include a "By Choice Hotels" tagline, which lends the company's full power to the brands — starting from the first moment guests see the signage.

"We never stop innovating at Choice, and the new brand identities embrace a modern look and feel without sacrificing the brand equity and rich history guests value today," said Anne Smith, vice president, brand management, design and compliance, Choice Hotels. "The 'By Choice Hotels' endorsement on each logo received overwhelmingly positive feedback from consumers. And owners told us that the connection to our master brand is a value add for their business."

Hotel owners will begin transitioning their signage to the new logos, and all guests can expect to see the new brand logos over the next two to three years on the hotel's exterior and on digital and social channels, including [choicehotels.com](#). Each brand logo is unique to its personality:

- Quality Inn capitalizes on its 80 years of rich history and strong awareness by leveraging the recognizable "Q" and green that signals value, while modernizing for the future.
- Clarion used learnings from the new Clarion Pointe extension to design its revamped, kinetic logo, which signals its strong foothold in the focused service segment.
- Sleep Inn's value proposition as a simply stylish, all new-construction brand translates seamlessly to a cursive logo and eclipsing moon against its signature purple background.
- MainStay's updated blue logo — an ambigram of its M.S. initials — reimagines the brand promise of "live like home" and communicates calm and comfort, especially for extended-stay guests.

Choice's midscale brands, Comfort, Quality Inn, Clarion, Clarion Pointe, Sleep Inn, and MainStay Suites, expect to open more than 150 hotels combined in 2019, including in cities like Brooklyn, N.Y.; Nashville, Tenn.; Oklahoma City; San Antonio; and San Diego.

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.

Forward-Looking Statement

This communication includes "forward-looking statements" about future events, including

anticipated development 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.

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