

Choice Hotels Appoints Michael Fruin to Regional Vice President of Franchise Services



Michael Fruin

ROCKVILLE, Md. (February 05, 2018) – Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel companies, announced Michael Fruin has joined the company as regional vice president of franchise services, northeast region.

In this role, Fruin will be responsible for leading a team of field-based franchise operations business consultants called Area Directors, to drive system-wide hotel performance and owner satisfaction throughout the northeast region. He will report directly to Ralph Thiergart, vice president of franchise services and joins a team of experienced, regional vice presidents throughout the country including, Kevin Muttart, Lisa Adams, Byron Bean and Pat Mandas.

"Choice Hotels is highly dedicated to ensuring the overall success of its franchisees and is one of the few hotel companies to provide on-the-ground guidance and support through our Area Directors," said Thiergart. "In addition to helping owners get the most value from the resources available to them, our Area Directors work closely with owners to help align their revenue strategies and operations efforts to maximize profits. Mike's strong leadership skills and substantial expertise is a great addition to the franchise services leadership team, and will help drive results for the company's franchisees."

Fruin brings more than 30 years of industry experience to Choice's franchise services team. He joins the company from Extended Stay America, where he served as senior vice president of real estate and development. In that role, he notably launched the company's franchise development program and spearheaded efforts to introduce new guestroom and public space prototypes. Earlier in his career, Fruin was president and chief operating officer of High Hotels Ltd., and held several leadership positions at Marriott International. He earned his bachelor's degree in hotel, restaurant and institutional management from Michigan State University.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest hotel companies. With over 6,800 hotels franchised in more than 44 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe. As of September 30, 2017, over 800 hotels were in our development pipeline. Our company's Ascend Hotel Collection®, Cambria® Hotels, Comfort Inn®, Comfort Suites®, Sleep Inn®, Quality®, Clarion®, MainStay Suites®, WoodSpring Suites®, Suburban Extended Stay Hotel®, Econo Lodge®, Rodeway Inn®, and Vacation Rentals by Choice Hotels® brands provide a spectrum of lodging choices to meet guests' needs. With more than 35 million members, our Choice Privileges® rewards program enhances every trip a guest takes, with benefits ranging from every day rewards to exceptional experiences, starting right when they join. All hotels and vacation rentals are independently owned and operated. Visit us at www.choicehotels.com for more information.

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