Choice Hotels to Develop Clarion Hotel in Columbia, Pa.

Rockville, Md. (April 23, 2018) - Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel companies, signed an agreement with Cimarron Investments, LLC to develop a unique, new Clarion Hotel in downtown Columbia, Pa. The multiple-story, 60-room property is an adaptive reuse of the town's historic potato chip factory, preserving much of its original structure.

Located at 12 North 2nd Street, the property was built in 1876 as a hardware store prior to becoming an umbrella factory and then the Becker Pretzel Bakeries – Potato Chip Division in 1940. Whether traveling for business or leisure, the Clarion Hotel at The Chip Factory is designed to offer guests a well-appointed, affordable accommodation, and rooms with breathtaking views of the Susquehanna River. The hotel will offer a full-service restaurant and bar with local craft beers, liquor and wine, and will also feature a rooftop bar area. The property also will have flexible meeting and event space, catering services, fitness facilities, a business center, and an on-site parking garage.

The new Clarion hotel is conveniently located in the heart of downtown Columbia, near the Susquehanna River, and is easily accessible to U.S. Routes 30, 83 and 283, making it an ideal destination for guests traveling to the area for conferences, events and tourist attractions. The property is also a short distance from popular leisure attractions, such as the American Music Theater, the National Watch and Clock Museum, the Turkey Hill Experience, as well as numerous art and antique destinations. Several large area-employers include GlaxoSmithKline, Donegal Insurance, The Hershey Company and Turkey Hill Dairies.

Choice Hotels teamed with Cimarron Investments, a Columbia-based real estate firm specializing in development, renovation and leasing, to develop the Clarion Hotel at The Chip Factory. Murphy Hospitality Management, which is owned by the same group as Cimarron Investments, will own and operate the hotel.

For Clarion development opportunities, please visit https://choicehotelsdevelopment.com/clarion/.

Clarion®: Get Together Here

We believe that life is better when you get together. Business travel, special events, meetings, vacations or a weekend getaway—we have the convenient and affordable accommodations that make all of your business and social gatherings possible. Our hotels offer meeting space and rooms for events, along with catering, restaurants and bars in a social atmosphere that can help you make the most of your time together 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. There are more than 300 Clarion brand hotels currently 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 world's largest hotel companies. With over 6,800 hotels franchised in more than 40 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe, and as of February 1, 2018, more than 1,000 hotels were in its development pipeline. Our company's Ascend Hotel Collection®, Cambria®, Comfort®, Sleep Inn®, Quality®, Clarion®, MainStay Suites®, Suburban Extended Stay Hotel®, WoodSpring Suites®, 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.

About Cimarron Investments and Murphy Hospitality

Cimarron Investments, LLC and Murphy Hospitality Management, LLC are both privately held entities owned by Don and Becky Murphy. The portfolio of holdings include 401 Locust Street, home to CHI St. Joseph Children's Health Dental Center, 369 Locust Street which is occupied by 8 luxury apartments on two upper levels and the first floor occupying Family First Health medical center. The Murphy's recently purchased the iconic Hinkle's Restaurant at 261 Locust Street, which is currently being expanded and renovated into a larger restaurant with banquet space and will include Murphy's Mercantile & Company - a 2,000 square foot first class gift shoppe. Additionally, 301 Locust Street - the former Jack Horner Shoe Store Building is nearing completion of a total renovation which includes 6 apartments on the upper two levels and Cafe 301 which is planning a summer opening. Cimarron announced in early April that they secured a lease with Starview Brews to open a craft brewery in their property at 224 Locust Street. Our passion is breathing new life back into historic properties to create a more progressive thriving downtown for future generations to appreciate as much as we appreciate the privilege to be stewards of these magnificent structures.

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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