

Choice Hotels Promotes Jill Burke to Regional Vice President of Franchise Services

ROCKVILLE, Md. (Feb. 4, 2019) - Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel franchisors, has promoted Jill Burke to regional vice president of franchise services. In this role, Burke will lead the company's area directors, a team of franchise operations business consultants, to drive system-wide hotel performance and owner satisfaction throughout the central United States.

"As one of the few hotel companies to still provide on-the-ground guidance and support to owners, our area director organization is a testament to Choice's enduring commitment to franchisee success," said Curtis Osekowsky, vice president of franchise services, Choice Hotels. "Jill is a skilled leader with a deep understanding of the industry and our owner base, making her the ideal person to head our central field-operations. I look forward to working closely with her and our entire franchise services leadership team to continue growing equity for Choice and its franchisees."

Burke joined Choice Hotels in 2013 as an area director and has since held roles of increasing responsibility. Most recently, she served as a regional area director, where she notably aided in the revision of Choice's orientation and training platform geared towards new hotel owners and general managers, and in the creation of Choice's pricing optimization system.

Burke brings nearly 30 years of industry experience to her new role. Prior to joining Choice, she served as a regional director of operations for McKinley Inc. and oversaw operations in seven U.S. cities as the vice president of mid-markets for BridgeStreet Worldwide. Earlier in her career, Burke held various leadership positions related to hotel operations and revenue management. Burke earned her bachelor's degree in business administration from the University of Tennessee.

Burke's predecessor, Lisa Adams, who served in Choice's franchise services organization for more than 19 years, is now serving as a regional vice president for the company's extended stay division.

About Choice Hotels International

Choice Hotels International, Inc. (NYSE: CHH) is one of the largest and most successful lodging franchisors in the world. With more than 6,900 hotels, representing more than 560,000 rooms in over 40 countries and territories as of September 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.

For further information: Alannah Don Tel: 301-592-5154 Alannah.don@choic-hotels.com

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