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Press Release

Choice Hotels welcomes four upscale Boutique properties in United Kingdom

(LONDON. 09 February 2018) - Choice Hotels continues to expand its exceptional offerings for travelers in Europe. Choice Hotels Europe, part of Choice Hotels International, Inc. (NYSE:CHH), today announced that four upscale hotel properties have joined its UK portfolio. These additions mark the further expansion of Choice's four-star Clarion Collection brand and the Ascend Hotel Collection portfolio of unique properties in the UK. Choice Hotels Europe includes the Comfort, Quality, Clarion and Ascend Hotel Collection brands.

All four hotels are located in the Yorkshire towns and cities of Harrogate, Bradford, Wakefield and Huddersfield. Three of the properties that are part of Cedar Court Hotels, Yorkshire's largest independent hotel collection, have become Clarion Collection hotels. One hotel, Cedar Court Harrogate Hotel, is now an Ascend Hotel Collection member.

The Cedar Court Harrogate Hotel, an Ascend Hotel Collection member, is an historic Grade II listed property dating back to 1671, and sits on the site of the town's first ever hotel in the 200-acre Stray Parkland. Only a short walk from the town centre, it offers 100 guest rooms, a restaurant, fitness club and six function rooms suitable for weddings, banquets and conferences up to 350 guests. The Hotel has been awarded TripAdvisor's Certificate of Excellence. The Porterhouse Restaurant offers a stylish dining space to residents and non-residents alike and the menu focuses on locally sourced produce. The Cedar Court Harrogate Hotel will be the UK's third Ascend Hotel



Collection portfolio member, joining Edinburgh-based The Howard and Channings Hotel.

- The Cedar Court Bradford, a Clarion Hotel Collection Member, is located less than five minutes from the centre of Bradford, and only 20 minutes from Leeds. It offers 131 guest rooms, a restaurant, a health club with pool and one of the largest purpose-built conference and banqueting venues in the North, with 12 function rooms suitable for weddings, banquets and conferences up to 800 guests.
- The Cedar Court Huddersfield, a Clarion Hotel Collection Member, is conveniently located near the M62 and close to both Huddersfield and Halifax. The property offers 113 guest rooms, a restaurant, a health club with pool and extensive meeting space with 13 function rooms suitable for weddings, banquets and conferences up to 400 guests.
- The Cedar Court Wakefield, a Clarion Hotel Collection Member, offers 149 guest rooms, a restaurant, a health club with pool and 18 function rooms suitable for weddings, banquets and conferences up to 500 guests. The Hotel is located at Junction 39 of the M1, and enjoys excellent transport links.

"We are delighted to sign this strategic agreement and enhance the UK portfolio with these four upscale hotels. They align with our strategy to bring best-in-class properties, diversify our portfolio, and focus on our strengths as a creative and active franchise provider partner to our owners," commented Peter Till, UK Managing Director, Choice Hotels Europe.



As part of Choice Hotels, all four hotels will offer free Wi-Fi and participate in the award-winning Choice Privileges loyalty rewards program, recipient of the elite Freddie 210 Award for Europe and rated no. 1 in USA Today's 10Best Readers' Choice Awards list. Membership is free, offers fast rewards, instant perks, and exclusive member rates when booking directly at www.choicehotels.com. Members can redeem points towards free nights, airline miles and more while staying at any of Choice's global hotel properties.

The Choice Hotels Europe portfolio of franchised hotels offers business and leisure travelers a full spectrum from premium economy to upscale hotels. Choice has two "soft" brands, which allow a hotel to create its own personality and character: The Clarion Collection, in the four-star, full-service category, and the Ascend Hotel Collection, an upscale, boutique hotel offering, generally rated as five-star. With more than 200 locations worldwide, the Ascend Hotel Collection is the world's first and largest global soft brand. The portfolio features best-in-class unique, boutique and historic independent hotels and resorts backed by one of the world's leading hotel companies. Ascend Hotel Collection properties can be found in popular destinations in the UK, France, Norway, Sweden, Turkey, Australia, Canada and the United States. Other brands franchised by Choice Hotels Europe include: Clarion, a four-star, full-service hotel, Quality, a three-star rated, full-service hotel, and Comfort, which is a three-star select-service hotel and the largest Choice Hotels brand worldwide, known for value, customer service and reliability. The Choice Hotels brands have been franchised to almost 400 hotels across Europe that are either open or under development.

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About Choice Hotels Europe

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest lodging companies. With more than 6,500 hotels franchised in more than 40 countries and



territories, Choice Hotels International represents more than 500,000 rooms around the globe. As of September 30, 2017, 800 hotels were in our development pipeline. Our company's Ascend Hotel Collection™, Cambria™ hotels & suites, Comfort Inn™, Comfort Suites™, Sleep Inn™, Quality™, Clarion™, MainStay 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 34 million members and counting, our Choice Privileges™ rewards program enhances every trip a guest takes, with benefits ranging from instant, 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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