

CAMBRIA

hotels & suites.

For Immediate Release

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Choice Hotels and Fillmore Capital Partners Break Ground on Cambria hotel & suites in Dallas Area *Joint Event for New Mixed-Use Development*

Southlake, Texas, (July 9, 2015) – [Choice Hotels International, Inc.](#) (NYSE: CHH), one of the world's largest hotel companies, Fillmore Capital Partners and developer Fillmore Hospitality yesterday announced the groundbreaking of Cambria Southlake DFW North and the grand opening of Kimball Park, the mixed-use development in which the hotel is located. The hotel is situated in the core of the North Texas Metroplex and just minutes from Dallas/Fort Worth International Airport.

“We’re thrilled that Kimball Park is the destination for our second Cambria hotel & suites in the state of Texas.” said Michael Murphy, senior vice president, Upscale Brands, Choice Hotels International. “This is a great opportunity for both our brand and the local area and we can’t wait to bring guests an upscale, modern property complemented by the southern hospitality of our exceptional staff.”

Set to officially open for guests in latter portion of 2016, this 175-room hotel will feature amenities including a contemporary bistro, Social Circle™, serving local craft beers and freshly prepared cuisine; a state of the art fitness center, Custom Fit; and a Back Porch outdoor area. In addition, the hotel will employ more than 50 staff and offer more than 5,000 square feet of flexible meeting space in its conference center. All areas are equipped with complimentary high-speed WiFi.

“As one of only two properties in Southlake, Texas with lodging, office, restaurant and retail options, there is little doubt Kimball Park will quickly become one of the area’s premier destinations,” said Ron Silva, president and CEO of Fillmore Capital Partners. “We are excited to grow our partnership with the Cambria brand as part of another successful hotel opening.”

As part of Kimball Park, a Medici Development Partners development located at State Highway 114 and Kimball Avenue, Cambria guests will have access to 115,000 square feet of Class A offices, three restaurants and retail space. By taking advantage of the topography of the site, Kimball Park has incorporated over 3 1/2 acres of open park land, allowing its visitors to enjoy the surrounding natural outdoor landscape.

For more information, visit www.fillmorehospitality.com/hotels.

About Cambria hotels & suites

Cambria hotels & suites makes business travel easier—and more fun—than ever before. Offering modern décor, rooms that feel like an upgrade, and fresh, local cuisine at our Social Circle™ restaurant, Cambria makes every guest feel like a VIP. There are currently 24 properties open across the country and 25 under development in the U.S. and Canada. To learn more, visit www.cambriahotelsandsuites.com.

About Choice Hotels

Choice Hotels International, Inc.® (NYSE: CHH) is one of the world's largest lodging companies. With more than 6,300 hotels franchised in 35 countries and territories, we represent more than 500,000 rooms around the globe. As of March 31, 2015, 615 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® and Rodeway Inn® brands provide a spectrum of lodging choices to meet our guests' needs. With more than 22 million members and counting, check out our Choice Privileges® rewards program to see how you can reap the benefits of being a member of the Choice Hotels® family. Visit us at www.choicehotels.com for more information.

About Fillmore Capital Partners

Fillmore Capital Partners, LLC is a private investment company that engages in the development, management, and distribution of investment vehicles for institutional and select private-client investors. FCP invests on behalf of its clients in lodging, healthcare, and operating company platforms, as well as opportunistic investments in other real estate asset classes. To learn more, visit www.fillmorecap.com.

About Fillmore Hospitality

Fillmore Hospitality, LLC is a management company that provides a full spectrum of development, investment and property management services to owners of hotels and resorts throughout North America. The firm's principals and executives have worked together for more than 25 years to deliver consistently superior financial results for their clients. Visit us at www.fillmorehospitality.com for more information.

About Medici Development Partners

Medici Development Partners, LLC is a commercial real estate development and investment company based in Dallas/Fort Worth Texas. MDP focuses on developing and investing opportunistically in the Office, Hospitality, Retail and Medical Office industries across all levels of the capital structure. To learn more, visit <http://www.medicidp.com>.

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