



For Immediate Release

Scott Carman

Choice Hotels: 301-592-6361

scott_carman@choicehotels.com

Choice Hotels Announces Cambria hotels & suites to open in New Orleans

Latest groundbreaking marks the brand's official entrance into Louisiana

Rockville, Md., November 13, 2015 – Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel companies, Fillmore Capital Partners, and developer Fillmore Hospitality hosted the official groundbreaking of the new Cambria hotel & suites New Orleans yesterday. The new hotel will represent the brand's first location in Louisiana.

To commemorate the brand's entrance into the Louisiana market, brand representatives, key local dignitaries and guests celebrated the groundbreaking during a ceremony at the property, featuring live entertainment by local jazz phenomenon Tim Laughlin.

"New Orleans is one of the most popular tourist destinations in the South, and one of the most unique cities in the entire country, making it the ideal location for a Cambria hotel & suites," said Michael Murphy, senior vice president, Upscale Brands, Choice Hotels International. "This is a tremendous step forward for the brand, and we're thrilled to once again partner with a world-class organization like Fillmore to bring Cambria to New Orleans."

Conveniently located at 632 Tchoupitoulas Street in the Warehouse District, also known as the Arts District, the New Orleans Cambria hotel & suites is scheduled to open in spring 2017. The new hotel is perfectly positioned within walking distance from many iconic New Orleans attractions, including some of the city's most prominent museums and over twenty-five art galleries.

Additional attractions surrounding the hotel include many well-known live music venues and a number of restaurants and cafes serving everything from stylish gourmet dishes, to traditional Cajun favorites.

The new 162-room hotel will feature sleek, modern rooms that are larger than standard hotel rooms, offering functional, chic décor. Guests will be able to dine at the hotel's contemporary bistro, Social Circle™, open morning and night, serving a locally inspired menu and local craft beer. For business travelers on the go, the new Cambria hotel & suites will also feature a modern business center and meeting rooms.

“We're thrilled to bring an upscale, boutique hotel option to this vibrant New Orleans neighborhood,” said Ron Silva, president and CEO of Fillmore Capital Partners. “This property is an exciting addition to the growing partnership between Fillmore and the Cambria brand.”

Designed as a business travel and leisure brand, all Cambria hotels & suites feature a larger lobby to give guests a more social atmosphere; oversized rooms with a flexible living space; and the latest technology that allows guests to stay connected while they travel.

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 25 properties open across the country and 30 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 more than 35 countries and territories, we represent more than 500,000 rooms around the globe. As of September 30, 2015, 638 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 guests' needs. With more than 24 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.

© 2015. Choice Hotels International, Inc. All Rights Reserved.