

For Immediate Release

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**CAMBRIA SUITES IN THE LONE STAR STATE
Stylish All-Suites Hotel Breaks Ground In Plano, Texas**

PLANO, Texas (June 12, 2013) – [Choice Hotels International](#) (NYSE: CHH), one of the world's largest hotel companies, and [O'Reilly Hospitality Management, LLC](#), a prominent developer out of Springfield, Mo., broke ground today in Plano, Texas for the new 129-suites Cambria Suites Plano. This is the first of two Cambria Suites hotels O'Reilly Hospitality Management will develop. The second property is scheduled to break ground in the master planned community of Desert Ridge in Phoenix, Arizona this fall.

Cambria Suites Plano will be located in the heart of the Legacy office and retail district within two miles of 11 Fortune 1000 company offices and corporate headquarters including: Alliance Data, Cinemark Theatres, Dell Services, Dr. Pepper Snapple Group, Ericsson, Frito-Lay, HP Enterprise Services, Huawei, J. C. Penney, Pizza Hut, Rent-A-Center, Traxxas, and Siemens PLM Software.

Among the fastest growing cities in the country, Plano's population was estimated to be 272,068 in 2012. It is the ninth most populous city in the state of Texas and the 70th largest city in the United States. The city's top 25 businesses employ more than 45,000 people, and the Cambria Suites Plano will provide upscale accommodations for business and leisure travelers coming to this thriving area.

The Honorable Plano Mayor Harry LaRosiliere, city officials and local business leaders attended the groundbreaking ceremony. Tim O'Reilly, chief executive officer of O'Reilly Hospitality and Stephen P. Joyce, president and chief executive officer of Choice Hotels International were also present for this significant milestone.

"Cambria Suites is an essential part of the Choice Hotels International family of brands. There is a lot of great energy around this upscale brand right now and we are thrilled to be bringing it to Texas by way of Plano, one of the state's most robust business communities," Joyce said. "We couldn't ask for a better developer in entering this thriving market than O'Reilly Hospitality. The O'Reilly team is top-notch and we feel great about being in Texas with them."

All Cambria Suites hotels are new-construction, featuring award-winning design. Further, the brand leads the rest of the upscale lodging segment in guest satisfaction scores as

measured by guests' likelihood to recommend (LTR). As of today, many Cambria Suites properties are ranked no. 1 and no. 2 in their respective markets on TripAdvisor.

“The Cambria Suites hotel is in a unique position to make a very positive impact in Plano as it has carved out a unique niche for business travelers seeking an upscale experience, and we are excited to bring our O’Reilly Hospitality development style and operations culture to this exciting new hotel,” O’Reilly said. “Choice Hotels International is a very capable franchisor that can effectively drive reservations and results; and we look forward to a fruitful relationship for years to come.”

Building on a year of great strides, the brand made hotel history by holding ground breaking ceremonies for three hotels projects in the New York market within 24 hours last December, combining an approximate \$141 million investment and the creation of nearly 1,000 jobs. Since then, the brand has broken ground nearby the Washington, D.C. Convention Center and announced major agreements in other cities as well as a joint venture with its first institutional investor, Fillmore Capital Partners and its affiliates, to develop multiple Cambria Suites properties. Cambria Suites Miami is scheduled to open at the end of this summer.

“Cambria Suites is experiencing tremendous momentum right now,” said Michael Murphy, senior vice president of Cambria Suites. “We are rapidly expanding this brand throughout the country working with great developers in major markets and potentially generating thousands of jobs. We are excited to offer a stylish and sophisticated guest experience to all the wonderful visitors to the city as well as provide a relaxing and upscale place for locals to meet.”

The four-story, 84,000 square-foot, Cambria Suites Plano will feature larger-than average guest suites with separate work and sleep areas; 2,400 square feet of meeting space; and artwork from local Plano artists. The hotel will house Reflect, a casual dining and gathering area serving a dinner menu, liquor, wine, beer, freshly prepared grab-and-go gourmet salads and sandwiches, a barista bar featuring Wolfgang Puck® coffee and a hot breakfast buffet; Refresh, a state-of-the-art fitness center with an elegant pool and hot tub/spa area; and Refill, a 24-7 convenience store that offers energy drinks, snacks and sundries.

Designed as a lifestyle hotel brand, Cambria Suites offers more than just a place to sleep at night. It features a larger lobby to give guests a more social atmosphere, and spacious all-suite rooms that include separate areas to work and rest, providing business and leisure travelers room to relax, socialize and network.

Additionally, each suite offers the latest technology, including two flat-screen LCD televisions and MediaHub™ plug-and-play technology, allowing guests to connect their laptop, MP3 player, game console, digital camera or CD/DVD player hassle-free. Free high-speed wired and wireless Internet access is available throughout the hotel so that guests can stay connected.

About Cambria Suites

Cambria Suites offers contemporary, upscale accommodations at affordable prices. Designed as a lifestyle hotel brand, Cambria Suites offers more than just a place to sleep at night. It features a larger lobby to give guests a more social atmosphere, all-suite rooms that are larger than standard hotel rooms and include a separate living, working and sleeping space, providing business and leisure travelers a haven to relax, socialize and network. As of March 31, 2013, there were 19 properties open across the country, representing nearly 2200 guest suites, and 26 properties in various stages of development, representing an additional 3700 guest suites.

About Choice Hotels

Choice Hotels International, Inc. franchises over 6,200 hotels, representing more than 500,000 rooms, in the United States and more than 30 other countries and territories. As of March 31, 2013, 395 hotels, representing more than 30,000 rooms, were under construction, awaiting conversion or approved for development in the United States. Additionally, 81 hotels, representing approximately 7,000 rooms, were under construction, awaiting conversion or approved for development in more than 20 other countries and territories. The company's Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn brands, as well as its Ascend Hotel Collection membership program, serve guests worldwide.

Additional corporate information may be found on the Choice Hotels International, Inc. website, which may be accessed at www.choicehotels.com.

About O'Reilly Hotel Management, LLC (OHM)

("OHM") was formed by Mr. Tim O'Reilly, Managing Member/CEO, in November 2007 and created by an intense desire to provide a unique, enjoyable and consistent guest experience through competent, attentive and team oriented hospitality management. OHM has developed and manages these award-winning upscale hotels: the Doubletree by Hilton Hotel, Springfield, Missouri; the Holiday Inn, City Center, Tulsa, Oklahoma; the LEED-gold certified Hilton Garden Inn, Springfield, Missouri; the Yellowstone Valley Lodge, Livingston, Montana; the Baymont Inn & Suites, Branson, Missouri; and the Marriott TownePlace Suites in Joplin, Missouri. OHM's new ground-up hotel developments now underway include the Cambria Suites Hotel Plano, Texas; the Cambria Suites Hotel Phoenix-Desert Ridge; and the Marriott TownePlace Suites, in Springfield, Missouri. Also included in the portfolio are three Houlihan's restaurants – one located in Columbia, Missouri and two located in Springfield, Missouri. Please visit OHM's website at <http://ohospitalitymanagement.com/>

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