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FOR IMMEDIATE RELEASE

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Cambria Suites Madison WI Receives Prestigious Gold Award

Hotel is recognized for Best in Class Performance

Birmingham, AL, March 1, 2016 - Birmingham based HP Hotels “HP”, is pleased to announce that Choice Hotels International, Inc. (NYSE: CHH), one of the world’s largest hotel companies recently recognized *Cambria Suites in Madison, Wisconsin* as a Gold Award winner 2016 for their outstanding achievements in 2015. The property, which is owned by Madison CS Hospitality LLC and managed by HP Hotels Management Inc., received this honor as a best in class performer in the top 10% of the brand. Currently the brand has 25 properties open and 30 under development across the U.S. and Canada.

As stated by partner Robert Rehm Jr. with Badger Hotel Development Company LLC, “We greatly appreciate and respect the job that the hotel team had done led by David Monte, General Manager and Chris Theis, Director of Sales. Bruce McLean, Titan Realty Partners LLC, further added, “The pride in and gratitude for the management and sales teams’ consistent performance, as well as the longevity of the entire team, reflects their own belief in and commitment to the hotel.”

Cambria Suites Madison performed in the top 10% among the Cambria brand hotels surpassing brand standards with quality and service ranking. Opened in July 2009, the property has earned the Gold award for years 2012, 2015 and 2016 respectively. In 2013 they earned Choice’s Platinum Award.

Cambria Suites Madison is located at 5045 Eastpark Blvd., Madison, Wisconsin in the American Center office park, seven miles from Dane County Regional Airport and eight miles from the Wisconsin State Capitol. The modern all-suites hotel features 121 guest suites. Complimentary Wi-Fi and airport shuttle are top favorite value-add amenities along with Social Circle™ bistro and full-service bar serving menu favorites including freshly prepared grab-and-go gourmet salads and sandwiches; and a barista bar. The hotel also boasts over 1000 square feet of meeting space with on-site catering services and an indoor pool and customized Custom Fit, a state-of-the-art fitness center. The guest suites feature two flat-screen HDTV's, spa-like bath featuring Bath and Body Works amenities, microwaves and refrigerators.

For more information or to make reservations, please visit www.cambriasuites-madison.hotelsone.com or call 608) 241-7070.

About Cambria hotels & suites

Cambria hotels & suites makes business travel easier—and more fun—than ever before. Offering modern decor, 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, Choice Hotels International® represents 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.

HP Hotel Management, Inc.

HP Hotels is a 3rd party management group with a portfolio of over 30 hotels in 12 states comprised of Hilton, Marriott, Starwood, InterContinental, Choice, and Independent full-service and select-service hotels. With significant expertise in operations, asset management and profitability, HP has earned preferred hotel management company status with name brand hotel chains while ranking among the Top 50 Hotel Management Companies in the United States according to Lodging Hospitality Resources.