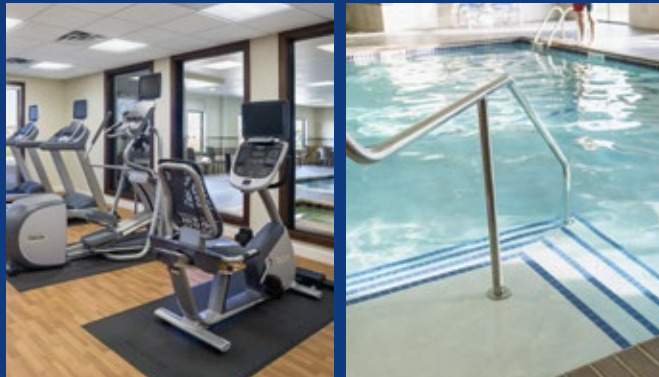


There's never been
a better time to build.

There's never been
a better time to invest
in the Comfort® brand.

At the heart of the Comfort brand is a commitment to enabling our owners' success. So we've invested in ourselves, because when we're at our best then you can be, too. And with four years of performance gains and consistently high guest satisfaction—we know it's paying off.



Meet the
New Comfort.



64.3%
of revenue
generated through
Choice Hotels®
proprietary channels**

98.4
RevPAR Index

40M+
Choice Privileges®
Rewards members

\$7.6B+
System-wide
reservations in 2018*

ComfortDevelopment.com



Comfort®

ComfortDevelopment.com



Comfort®



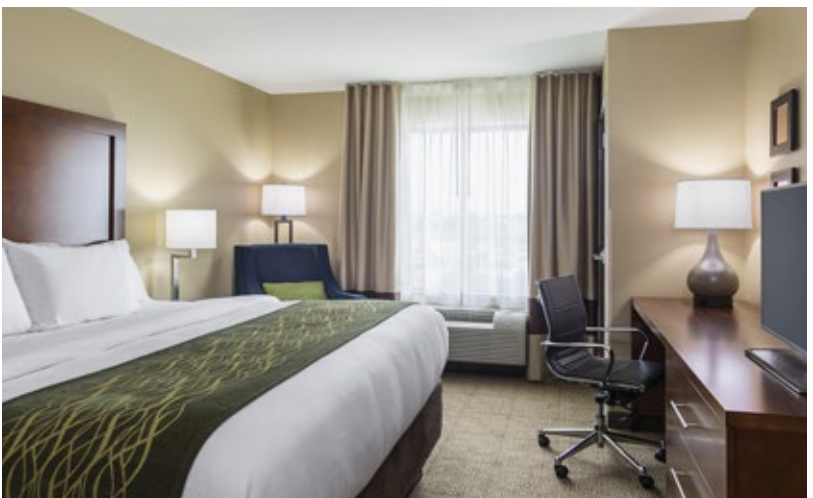
**Better Design.
Better Build.
Better Investment.**



Brand Highlights

- Flexible prototype with three product types and a design that works in any market
- \$2.5B strategic investment in the brand yielding strong financial performance
- Refreshed guest experience from Welcome to Goodbye, yielding consistently high guest satisfaction
- Comfort is the largest 100% smoke-free hotel brand in North America

99%
brand awareness***



System Size

U.S. Open or Under Development:	1,892
International Open or Under Development:	530
Total Open or Under Development:	2,422

*Source: Figure reflects the revenues delivered through the Choice Hotels Central Reservation System (CRS) and other non-CRS marketing channels in 2018.
 **Source: See Comfort Franchise Disclosure Document dated April 1, 2019. For the 1,326 hotels included in this sample, 660 hotels or 53.9% met or exceeded the Total Choice Proprietary Contribution presented. This amount includes Comfort Inn, Comfort Inn & Suites and Comfort Suites hotels included in the performance sample. INDIVIDUAL RESULTS MAY VARY PER PROPERTY.
 ***Source: Millward Brown Advertising Tracking Study 2018. Millward Brown is a global marketing research firm specializing in advertising, marketing communications and brand equity research.
 ****Source: Smith Travel Research
 All statistics are from internal data of Choice Hotels International, Inc. This advertisement is not an offering. For New York: an offering can only be made by a prospectus filed first with the Department of Law in the State of New York. Such filing does not constitute approval by the Department of Law. For Minnesota: Comfort Inn and Comfort Suites #F-3577; Quality Inn #F-48; Sleep Inn #F-1799; Clarion #F-1673; MainStay Suites #F-3269; Econo Lodge #F-3576; Rodeway Inn #F-2691; Cambria Suites #F-4986; Suburban Extended Stay #F-5274; Ascend Collection #F-5980; WoodSpring Suites #F-8458. A copy of the Franchise Disclosure Document may be obtained through contacting Choice Hotels International at 1 Choice Hotels Circle, Suite 400, Rockville, MD 20850 or at Development@ChoiceHotels.com.