



**DRIFTWOOD HOSPITALITY MANAGEMENT TAPPED AS CONSULTANT
AND PROPERTY MANAGER FOR NEW HOTEL PROJECT IN MIAMI**

New-Build Cambria Suites Hotel, Miami Slated for Q3 Completion

North Palm Beach, Fla. – March 11, 2013 – Driftwood Hospitality Management (www.TheDriftwoodDifference.com) has been hired by Sunflower Hospitality to serve as a pre-construction and development consultant for the company’s new-build Miami property, a Cambria Suites franchise. Driftwood will assume management responsibilities for the 122-suite hotel when it opens its doors later this year.

“The opportunity to help develop and manage a Cambria Suites new-build hotel is a phenomenal one for Driftwood, as it allows us to utilize our construction and development expertise, while also giving us the chance to manage our second property in the Miami market,” said Carlos Rodriguez, EVP of Driftwood Hospitality Management. “South Florida is really making a comeback as the economy is showing signs of recovering, and new construction is becoming more of a viable option for the big brands, which is exciting for everyone.”

When the property opens, Driftwood Hospitality will manage day to day hotel operations. The hotel, which is owned by Sunflower Hospitality and franchised by Choice Hotels International, is scheduled to be complete in late summer 2013. Cambria Suites Miami will be an ideal lodging option for business travelers in the Blue Lagoon Business Park, just minutes from Miami International Airport. The first Cambria Suites hotel in Miami, the hotel will feature 1,800 sq. feet of meeting space, an outdoor pool and spa, as well as an on-property restaurant, sundry store and state-of-the-art fitness center.

“Cambria Suites Miami is the perfect hotel for busy travelers, offering the space and amenities they need and want when away from home,” said Michael Murphy, senior vice president of upscale brands for Choice Hotels International. “It is a new-build, upscale hotel brand which offers award-winning design, exceptional services and the conveniences that help busy travelers live their lives on the road, including separate areas within the guestrooms for work and rest. It’s an ideal fit for this growing market.”

For more information, visit www.TheDriftwoodDifference.com.

About Driftwood Hospitality Management

Based in North Palm Beach, Fla., Driftwood Hospitality Management, LLC is a leader in providing solutions-based services for the domestic and international hotel industry. Guided by *The Driftwood Difference – Flexibility, Diversity, Integrity, Accessibility, Originality*, the company covers the full spectrum of lodging business needs. From full-service, upscale and upper-upscale hotels to mid-size extended-stay, select and limited-service properties, Driftwood's portfolio represents virtually every segment of the hospitality industry. Focused on strategic acquisition, development, third-party management, asset management and receivership, Driftwood has extensive management experience and relationships with most major brands, including Starwood Hotels & Resorts Worldwide, Hilton Worldwide, InterContinental Hotels Group, Inc., Carlson, Choice Hotels International, Inc. and Wyndham Worldwide. With offices in Costa Rica, Scottsdale, Ariz. and Miami, Fla., the company and its hotels have received more than 20 industry awards in the past three years.

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 December 31, 2012, there were 19 properties open across the country, representing more than 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 approximately 6,200 hotels, representing more than 499,000 rooms, in the United States and more than 30 other countries and territories. As of December 31, 2012, 394 hotels, representing more than 31,000 rooms, were under construction, awaiting conversion or approved for development in the United States. Additionally, 88 hotels, representing approximately 7,800 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

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