



CHOICE HOTELS INTERNATIONAL INKS PARTNERSHIP WITH MAPLEWOOD HOTELS & RESORTS

Maplewood to Develop Cambria Suites Throughout Canada in 2014

Bedford, Nova Scotia – January 23, 2014 – Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel companies, today announced a partnership with Maplewood Hotels & Resorts to develop new Cambria Suites properties in Canada. Maplewood is a joint venture between Driftwood Hospitality Management and Pacrim Hospitality Services Inc.

"The lodging sector in Canada is experiencing momentous growth, making it the ideal market to bring the Cambria Suites brand to key locations," said Carlos Rodriguez, Driftwood's executive vice president. "Through our strategic partnership with Pacrim, Maplewood is perfectly poised to introduce Cambria Suites to today's Canadian traveler in key urban markets."

"Choice Hotels is excited to share the Cambria Suites experience with Canadian travelers. The brand continues tremendous growth in top-tier, key markets and Canada is an ideal location," said Michael Murphy, senior vice president, upscale brands, Choice Hotels International. "The unique blend of style, smart design and sophisticated technology that is the Cambria Suites experience is sure to resonate well within this market."

"Pacrim has been a major hotel developer in Canada since the mid-1990s, and we are looking forward to developing Cambria Suites across Canada. Our joint venture in Maplewood Hotels and Resorts with Driftwood Hospitality Management provides outstanding opportunity to enhance our portfolio through new build opportunities in Canada, the U.S. and beyond," said Glenn Squires, CEO of Pacrim. "We expect to have a minimum of five Cambria Suites Hotels under construction in 2014 with openings to occur starting in Spring of 2015."

Designed as a lifestyle hotel brand, all Cambria Suites properties are new-construction and feature a larger lobby to give guests a more social atmosphere; all-suite rooms that are larger than standard hotel rooms and include separate living, working and sleeping space; and the latest MediaHub technology that allows hassle-free Internet connectivity for a variety of electronic devices during their stay.

Like all Cambria Suites hotels, the properties in Canada will also feature the core fine amenities for which the brand has become renowned: *Reflect*, a contemporary bistro featuring a dinner menu comprised of local specialties, as well as a full bar and freshly prepared grab-and-go gourmet salads and sandwiches; *Refill*, a barista bar featuring coffee and a hot breakfast buffet; and *Refresh*, a state-of-the-art fitness center.

For more information about Driftwood Hospitality Management, and to stay up-to-date on the latest news, visit TheDriftwoodDifference.com or follow Driftwood on [Facebook](#), [Twitter](#) and [LinkedIn](#). For more information on Pacrim Hospitality Services, visit PacrimHospitality.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 Pacrim Hospitality Services Inc.

Pacrim Hospitality Services Inc. is one of Canada's largest, privately-owned hotel management and development companies with a portfolio of 46 hotels throughout Canada and the United States totaling more than 4,800 hotel rooms and suites. Formed in 1997, Pacrim has a wealth of expertise to offer clients such as acquisition and disposition support, concept design, development, centralized Accounting and Purchasing, e-marketing as well as property and asset management services. Pacrim's team has acquired, sold, developed and managed over 100 multi-branded hotels within Canada and the United States. Pacrim is the winner of the 2008 Pinnacle Award as Canada's Hotel Company of the Year and the 2009 TIAC National Award for Tourism Excellence as Business of the Year - Multiple Unit. Pacrim's portfolio of hotels have received numerous industry and community awards. Pacrim is headquartered in Bedford, Nova Scotia.

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. There are currently 18 properties open across the country and nearly 30 under development. For more information visit www.cambriasuites.com

About Choice Hotels

Choice Hotels International, Inc. franchises more than 6,300 hotels, representing more than 500,000 rooms, in the United States and more than 30 other countries and territories. As of September 30, 2013, 371 hotels, representing more than 29,000 rooms, were under construction, awaiting conversion or approved for development in the United States. Additionally, 84 hotels, representing approximately 7,200 rooms, were under construction, awaiting conversion or approved for development in more than 15 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. All hotels are independently owned and operated.

Choice Hotels International offers the Choice Privileges rewards program. With more than 18 million members worldwide, is one of the fastest growing hotel loyalty programs in the travel industry. Additional corporate information can be found on the Choice Hotels International, Inc. web site, which may be accessed at www.choicehotels.com.

Choice Hotels, Choice Hotels International, Choice Privileges, Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge, Rodeway

Inn, and Ascend Hotel Collection are proprietary trademarks and service marks of Choice Hotels International Inc.

MEDIA CONTACTS:

Driftwood Hospitality Management:

M Silver // A Division of Finn Partners
Claibourne Smith
954-765-3636
driftwood@finnpartners.com

Pacrim Hospitality Services Inc:

Glenn Squires, CEO
902-457-1907

Choice Hotels International:

Scott Carman, Director, Public Relations
Choice Hotels
301-592-6361
scott_carman@choicehotels.com

###