

Choice Hotels Welcomes Cambria Suites Miami Airport

New Hotel in Miami, Florida to Celebrate Grand Opening February 6

Miami, Florida, February 6, 2014 – [Choice Hotels International, Inc.](#) (NYSE: CHH), one of the world's largest hotel companies, welcomes the new Cambria Suites Miami Airport - Blue Lagoon to the growing Cambria Suites brand. On February 6, local business leaders, dignitaries and press will celebrate the grand opening of the hotel, located at 6750 NW 7th Street, with VIP interviews, a cocktail reception, site-tours and live entertainment.

Cambria Suites properties are specially designed for lifestyle travelers and Choice Hotels is continually working with established franchisees to bring the Cambria experience to key markets, such as Miami. The Cambria Suites Miami is owned by locally-based limited liability company, Sunflower Hospitality and managed by Driftwood Hospitality.

“Cambria Suites continues to experience tremendous growth in top-tier, urban markets and we’re excited to open our first hotel in Miami, Florida,” said Michael Murphy, senior vice president, Upscale Brands, Choice Hotels International. “Sunflower Hospitality and Driftwood Hospitality Management have proven to be phenomenal partners and we’re confident they’ll deliver the Cambria experience at its best – stylish, modern comfort at a great value.”

“At Driftwood, we pride ourselves on the way we tailor our management approach and style. There is no limit to what Driftwood can do. We offer a variety of services and bring a distinct level of expertise to the table. We look forward to bringing the unique Cambria Suites experience to the Miami area and working with Choice Hotels,” said President David Buddemeyer.

Each member of the executive leadership team at [Driftwood Hospitality Management, LLC](#), averages 20 years of hotel experience, primarily in hotel operations.

The 122-room [Cambria Suites Miami](#) is located in the prestigious Blue Lagoon District, less than 5 miles from the Miami International Airport. Guests will enjoy a picturesque view of Lake Mahar and be able to embrace the luxury, beauty and excitement of Miami with nearby upscale shopping, professional sports venues, the Miami Seaquarium and of course, the world famous South Beach.

Designed as a lifestyle hotel brand, the Cambria Suites Miami is new-construction that features a larger lobby to give guests a more social atmosphere. The all-suite guest rooms are larger than standard hotel rooms and offer functional, chic décor options including: a separate living, working and sleeping space, ergonomic chairs, moveable desks and upscale linens. Each suite allows guests to stay connected while they travel by enjoying the latest technology and prime entertainment with amenities such as flat-screen LCD televisions and MP3 jacks.

With 6 floors, 85,500 square feet and 1,800 square feet of meeting space, this hotel is ideal for both business travelers who need to separate work and relaxation, as well as families who need a little extra space.

Like all Cambria Suites hotels, the Miami property will feature other fine amenities such as *Reflect*, a contemporary bistro serving a dinner menu comprised of local specialties created by Chef Michael DeMaria, as well as liquor, wine, beer 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.

In addition, the entire property will offer complimentary wired and wireless high-speed internet access.

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 Sunflower Hospitality

Sunflower Hospitality LLC is an international limited liability company based in the United States, specializing in the development of real estate, specialty hotels, condominiums and retail projects. Founded in 2010, the company has developed various shopping centers, hotels, restaurants and a large chain of supermarkets (15) in Venezuela. The growing company is currently expanding with new investments in the United States, particularly Florida.

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.

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