



For Immediate Release

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MAINE'S FIRST CAMBRIA HOTEL BREAKS GROUND IN PORTLAND

ROCKVILLE, Md., (Aug. 27, 2019) – Choice Hotels International, Inc. (NYSE: CHH) and Koucar Management celebrate the official start of construction on the state's first Cambria hotel in Portland, Maine. Slated to open in 2021, the new-construction, six-story, 102-room hotel broke ground yesterday during a strong year for the upscale Cambria brand in which six hotels have already opened their doors, with up to seven more hotels representing over 1,100 rooms expected to open in top-tier markets across the country before the year's end.

The milestone was marked in an event attended by state and local dignitaries as well as prominent Portland business leaders. Featured speakers included Economic Development Director Gregory A. Mitchell; Janis Cannon, senior vice president, upscale brands, Choice Hotels; Christopher Kouza, co-founder and principal, Koucar Management LLC.; and Joseph Caradonna, co-founder and principal, Koucar Management LLC.

"We're thrilled that Portland — the quintessential New England city — is one step closer to opening a new Cambria hotel," said Janis Cannon, senior vice president, upscale brands, Choice Hotels. "Not only is Portland the largest city in Maine, but its incredible development boom aligns well with our goal to further the Cambria brand's growth in prime locations across the country."

The Cambria Hotel Portland will be located at 25 Hancock Street, on the highly sought-after "Peninsula" of Portland, where it will join the historic seacoast city's vibrant business community. The hotel's upscale accommodations will be adjacent to the headquarters of publicly traded corporations such as Covetrus and WEX Inc., and provide convenient access to major area employers, such as Maine Medical Center and Mercy Hospital. Downtown Portland's various leisure attractions, such as The Portland Museum of Art and the Old Port, as well as fine dining, breweries, live entertainment, and shopping will all be within walking distance of the hotel.

The hotel will feature upscale amenities that appeal to the needs of modern travelers, including:

- Indoor-outdoor rooftop bar concept, overlooking a garden growing real hops
- Craft beer selection provided by Shipyard Brewing Co., located next door
- Celebrity-chef-curated menu with selections from chef Fabio Viviani featuring locally sourced, freshly made food, local craft beer on tap, wine and hand-crafted cocktails
- Environmentally conscious "green roof", with rooftop plants and green spaces
- Immersive, spa-style bathrooms with Bluetooth mirrors
- Contemporary and sophisticated guestrooms, complete with modern fixtures, abundant lighting, and plush bedding

- Covered parking, ideal for cold New England winters
- 2,000 square feet of flexible meeting and event space
- Outdoor multi-use courtyard
- State-of-the-art fitness center

The Cambria Hotel in Portland is one of four Cambria hotels under development by Koucar Management, one of the largest private real estate developers in the Midwest.

“Koucar Management is pleased to team up with Cambria Hotels to bring a unique lodging experience to the residents and visitors of Portland, Maine,” said Christopher Kouza, co-founder and principal of Koucar Management LLC. “With world class accommodations and cutting-edge food and beverage options, we look forward to providing the little luxuries that our travelers have come to expect paired with the exceptional service that sets us apart from other hotels and hotel management companies.”

There are currently more than 40 Cambria hotels open across the U.S. in popular cities, including Chicago; Dallas; Los Angeles; Nashville, Tenn.; New York; New Orleans; Phoenix; and Washington, D.C. The brand is on pace to break its openings record for the second straight year and is fast-approaching 50 open Cambria hotels.

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About Cambria Hotels

The Cambria® Hotels brand is designed for the modern traveler, offering guests a distinct experience with simple, guilt-free indulgences allowing them to treat themselves while on the road. Properties feature compelling design inspired by the location, spacious and comfortable rooms, flexible meeting space, and local freshly prepared food and craft beer. Cambria Hotels is rapidly expanding in major U.S. cities, with hotels open in Chicago, New York City, Pittsburgh, Washington, D.C., and Los Angeles. There are more than 40 Cambria properties open across the United States, and over 100 hotels open or in the pipeline in the U.S. and Canada. To learn more, visit www.choicehotels.com/cambria.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) is one of the largest and most successful lodging franchisors in the world. With more than 7,000 hotels, representing nearly 570,000 rooms, in over 40 countries and territories as of June 30, 2019, the Choice® family of hotel brands provides business and leisure travelers with a range of high-quality lodging options from limited service to full-service hotels in the upscale, midscale, extended-stay and economy segments. The award-winning Choice Privileges® loyalty program offers members benefits ranging from everyday rewards to exceptional experiences. For more information, visit www.choicehotels.com.

About Koucar Companies

Koucar Management, LLC is a privately held, Michigan-based company with a diverse portfolio of holdings and investments. Our wide spectrum of business activities includes: general contracting, construction management, land development, residential, commercial and industrial construction, hotel, restaurant and property management, real estate services and equipment leasing. Koucar Management has an investment strategy that firmly focuses on expansion within existing industries, bringing new vitality to acquired businesses and laying the groundwork for new ventures. With our recognized management strengths and ample financial resources, Koucar Management is providing growth capital and other resources to its portfolio of companies, with a collective pipeline in excess of \$250 million. Our vision is clear; motivated, skilled partners & employees, significant financial strength and stability, a willingness to look beyond conventional performance measurements and an untiring commitment to our customers. Since our founding, we have viewed obstacles as opportunities, placed a premium on sweat equity and sought out affiliates and individuals who share our passion for excellence. Working together, we guarantee the best is yet to come. Visit www.koucar.com.

Forward-Looking Statement

This communication includes "forward-looking statements" about future events, including anticipated development and hotel openings. Such statements are subject to numerous risks and uncertainties, including construction delays, availability and

cost of financing and the other "Risk Factors" described in our Annual Report on Form 10-K, any of which could cause actual results to be materially different from our expectations.

Addendum

This is not an offering. No offer or sale of a franchise will be made except by a Franchise Disclosure Document first filed and registered with applicable state authorities. A copy of the Franchise Disclosure Document can be obtained through contacting Choice Hotels International at 1 Choice Hotels Circle, Suite 400, Rockville, MD 20850, development@choicehotels.com.

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