



Rested. Set. Go.™

Comfort Inn® is the largest Choice Hotels® brand and one of the industry's most recognized flags. For more than 35 years, in over 2,000 locations, Comfort® brand hotels have been the go-to brand for guests and developers. Our new cost-effective prototype has been tested to nearly double guest intent to stay while offering better operational efficiency and ease.* And Choice Hotels®—along with current Comfort brand hotel owners—have made a substantial system-wide capital investment to strengthen the portfolio. This makes Comfort Inn a better stay for guests and a better investment for developers.



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Brand Highlights

- **1,880** Comfort Inn properties open or in the pipeline worldwide.
- High guest recognition – 98% brand awareness.**
- In 2014, Comfort branded properties received 64% of all their reservations through Choice Hotels® Central Reservations and marketing channels.***
- In 2014, the total system-wide revenue generated from Choice Hotels marketing and reservations channels was more than \$3.5 billion.****
- Participation in the Choice Privileges® guest loyalty program, one of the fastest-growing rewards programs in the hotel industry, with more than 22 million members.
- The Choice Hotels Global Sales team works with more than 640 corporate accounts and is committed to increasing the number of room nights from the critical business travel market.
- In 2014, over \$200 million was spent system-wide by Choice Hotels International® on programs and promotions designed to increase brand awareness and drive hotel reservations.*****
- Access to the Choice Hotels proprietary web-based property management system, choiceADVANTAGE®, that provides effective rate and inventory management designed to drive higher yield.

Distribution (Q1 2015)	Units	Rooms
U.S. Open:	1,240	95,862
U.S. Pipeline:	100	7,665
International Open:	514	40,596
International Pipeline:	26	2,006

Target Competitors

Hampton Inn	Fairfield Inn & Suites
La Quinta	Holiday Inn Express

Estimated New Construction Costs

Number of Keys:	88
Average Cost Per Key: (including FF&E)	\$55,124
Average Construction Cost: (including FF&E, excluding land)	\$4,850,912

Fees

Initial/Application Fee:	\$50k Min; \$500/Room
Royalty Fee:	5.65% of Gross Room Revenue
System/Marketing Fee:	3.85% of Gross Room Revenue

Signature Elements

Exterior

- Warm and inviting exterior featuring signature door entry
- Elegant and unique signature welcome wall with votive-like lighting
- Spacious seating areas for relaxing, working and gathering

Interior

- Guestroom design blends warm neutrals and subtle textures
- Fresh and inviting new bedding package
- Custom crafted artwork that echoes the brand
- Stylish bath design with a spa-like feel

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*Source: Source: Element Market Research Inc. Choice Hotels International Comfort Design Test, January 2011. Guest intent to stay tested to increase by 87.5%.

**Millward Brown Advertising Tracking Study 2014. Millward Brown is a global marketing research firm specializing in advertising, marketing communications and brand equity research.

***Source: See Comfort Franchise Disclosure Document dated April 1, 2015, Item 19. For the 1152 hotels that were included in the performance sample, 505 hotels, or 43.8%, met or exceeded this amount. INDIVIDUAL RESULTS MAY VARY.

****Source: Figure reflects the revenues delivered through the Choice Hotels Central Reservation System (CRS) and other non-CRS marketing channels in 2014. See Comfort Franchise Disclosure Document dated April 1, 2015.

*****Source: The figure is based on accounting records of the System Fee in 2014 and has been compiled in a manner consistent with generally acceptable accounting principles. See applicable Comfort Franchise Disclosure Document dated April 1, 2015.

Unless otherwise noted, all figures and statistic in this document are from the Comfort Franchise Disclosure Document, dated April 1, 2015, or 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.

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.