

# **Sleep Inn Celebrates Opening First New Prototype Property**

## **Sleep Inn & Suites Hotel in Norton, Kansas**

Silver Spring, MD - June 13, 2011 - The Sleep Inn brand from worldwide franchisor Choice Hotels International, Inc. (NYSE: CHH) recently celebrated its first franchised property to open to the traveling public featuring the brand's entirely new prototype and design. While there have been a number of existing properties that have opened or renovated with the new interior design since the brand announced its new look and feel one year ago, its newest property—the Sleep Inn & Suites hotel of Norton, Kan.—showcases the brand's complete prototype throughout its interior and exterior design.

“This is a great milestone for the Sleep Inn brand as we continue to roll out the new design property by property,” said Mike Varner, senior director of brand planning and management for the company's Sleep Inn and extended stay brands. “By working with our current franchisees on a roll-out plan that best suits their needs as well as fulfills the expectations of the guest, we've been able to bring the brand's new look to a number of properties throughout the country. We're looking forward to growing that number even more in the coming year.”

As the brand's first prototypical property, the Norton Sleep Inn & Suites hotel features all of the new design elements aimed towards providing today's modern guest with a simply stylish and reliable stay experience that leaves them feeling well rested and happy. These elements include:

- An exterior façade that uses natural stone finishes, a signature tower, a low roof profile and broad overhangs to set the tone for a tranquil yet elegant atmosphere.
- A modern lobby design with warm, natural finishes, unique lighting fixtures, and graphic accent wall. -Guestrooms with media boards featuring flat screen TVs, sleek furniture lines, elegant leaning mirrors, striking zebra-patterned wood

finishes, comfortable and contemporary bedding with nature-oriented bed scarves and eye-catching collages of black-and-white photography.

- Spa-like baths featuring chic freestanding vanities, modern wall sconces, accent walls, oversized stand-up showers, and bamboo-like tiles.

In addition to its first prototypical hotel, the Sleep Inn brand opened its first property to feature the new look in a primary urban market—New York. Scheduled to open its doors to guests this week, the newly-constructed Sleep Inn hotel of Jamaica, N.Y. , just outside of Queens and New York City, features the same new interior design elements as the Norton, Kan. property and other Designed to Dream™-designated Sleep Inn locations.

As part of the Designed to Dream program, future and existing Sleep Inn hotels have five design schemes to choose from, including Sky, Sprout, Terra Cotta, Summer and Grove. The schemes were designed in collaboration with leading design firm Gensler to reflect the variety of landscapes and regions across the country, so that each hotel fits in with its natural environment. The designs feature soothing colors, materials and aesthetic elements, combined to create a simply stylish experience for guests.

There are currently 21 open Sleep Inn Designed to Dream properties throughout the U.S. As of March 31, 2011, there were 397 Sleep Inn hotels open and operating domestically. For more information on the Designed to Dream program, visit [SleepInn.com](http://SleepInn.com).

#### About Choice Hotels

Choice Hotels International, Inc. franchises more than 6,100 hotels, representing more than 490,000 rooms, in the United States and more than 30 other countries and territories. As of March 31, 2011, more than 500 hotels were under construction, awaiting conversion or approved for development in the United States, representing more than 40,000 rooms, and approximately 100 hotels, representing approximately 8,400 rooms, were under construction, awaiting conversion or approved for

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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 serve guests worldwide. In addition, via its Ascend Collection membership program, travelers in the United States, Canada and the Caribbean have upscale lodging options at historic, boutique and unique hotels.

Additional corporate information may be found on the Choice Hotels International, Inc. Web site, which may be accessed at [www.choicehotels.com](http://www.choicehotels.com).