



Comcast Business Selected by Choice Hotels International as a Qualified Vendor for Data, Video and Voice Services

Agreement with Top Five Hotel Group that has More Than 5,000 Franchise Properties Across 11 Brands in the U.S.

PHILADELPHIA, Pa., July 9, 2014 – Today, [Comcast Business](#) announced it has been selected by [Choice Hotels International](#) as a Qualified Vendor for business [data](#), [video](#) and [voice](#) services. Under the agreement, Comcast Business is a qualified technology provider that can be utilized by any of the more than 5,000 Choice Hotels franchise properties across the U.S. that are in Comcast's service areas, including brands such as Comfort Inn, Comfort Suites, Quality Inn, Sleep Inn, Clarion, Cambria Hotels & Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge, Rodeway Inn and Ascend Hotels.

"In the hospitality industry, the key to building brand loyalty is to deliver a consistent, high-quality experience, especially in meeting guest expectations for reliable, high-speed Internet access and a robust HD solution," said Alex Sewell, executive director, Emerging Markets, Comcast Business. "Choice Hotels has a rich history of implementing technological innovations for their guests, including offering the first global hotel application for the smart phone, and we look forward to working with their franchisees to provide our advanced technology solutions."

To ensure a consistent set of vendors offering high-quality services for its franchises, the Choice Hotels Procurement team evaluates hundreds of potential vendors, who must meet various standards to be selected as a Qualified Vendor. The selection criteria include the ability to provide national or regional service, competitive pricing, strong experience with hospitality clients, a track record of successful business operation and financial stability, the ability to fulfill orders for its 5,000 domestic franchisees, and having standards and systems for continuous improvement.

[Comcast Business Hospitality](#) provides a suite of Ethernet, Internet, HDTV and advanced voice services customized for the hospitality industry. Comcast's product suite enables hotels to leverage advanced technology from a single provider to help improve the guest experience and streamline back-office operations. Comcast built its network for speed and reliability, serving 39 states and 20 of the nation's 25 largest markets.

The combination of Comcast's broad portfolio of services, high-performance network and enterprise support team make it uniquely suited to meet the needs of the hospitality industry. The strength and reach of Comcast's network, which is a result of decades of investments by the company, provides hotels with a reliable connection – even across geographically dispersed properties – and enables them to deliver data, video and voice services seamlessly. For more information on Comcast Business Hospitality, visit business.comcast.com/hospitality.

About Comcast Business

Comcast Business, a unit of Comcast Cable, provides advanced communication solutions to help organizations of all sizes meet their business objectives. Through a next-generation network that is backed by 24/7 technical support, Comcast delivers Business Internet, Ethernet, TV and a full portfolio of Voice services for cost-effective, simplified communications management.

For more information, call 866-429-3085.

Follow us on Twitter [@ComcastBusiness](https://twitter.com/ComcastBusiness) and on other social media networks at <http://business.comcast.com/social>.

About Comcast Cable

Comcast Cable is the nation's largest video, high-speed Internet and phone provider to businesses and residential customers. Comcast has invested in technology to build an advanced network that delivers among the fastest broadband speeds, and brings customers personalized video, communications and home management offerings. Comcast Corporation (Nasdaq: CMCSA, CMCSK) is a global media and technology company. Visit www.comcastcorporation.com for more information.

About Choice Hotels International

Choice Hotels International, Inc. franchises more than 6,300 hotels, representing more than 500,000 rooms, in the United States and more than 35 other countries and territories. As of March 31, 2014, 398 hotels, representing more than 30,000 rooms, were under construction, awaiting conversion or approved for development in the United States. Additionally, 95 hotels, representing approximately 8,900 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.

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