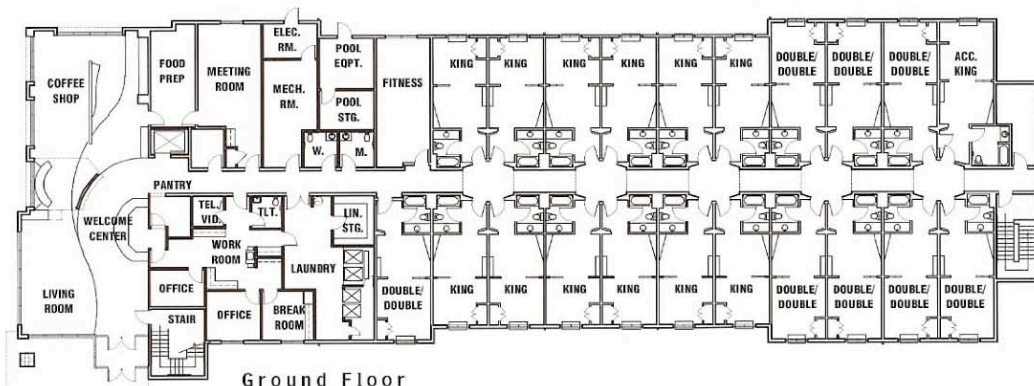




# Product Design



As a leader in the mid-market hospitality segment, the Comfort Suites® brand provides guests with spacious, high-value suite accommodations. Comfort Suites is one of the first mid-priced all suite brands in the industry and has built a formidable reputation as one of the most recognized brands since 1985, with nearly 350 locations. We have leveraged our experience to develop an innovative new construction prototype with a compelling return on investment backed by the power of Choice Hotels International®. The brand's dramatically reimaged public space provides a dynamic yet comfortable multi-functional experience, anchored by the Living Room and Coffee Shop, encouraging the guest to enjoy a range of activities, from lounging to continental breakfast. Exterior "curb appeal" has been significantly enhanced to create a more distinctive brand image offering three exterior styles, Traditional, Modern Classic or Contemporary, depending on market context.

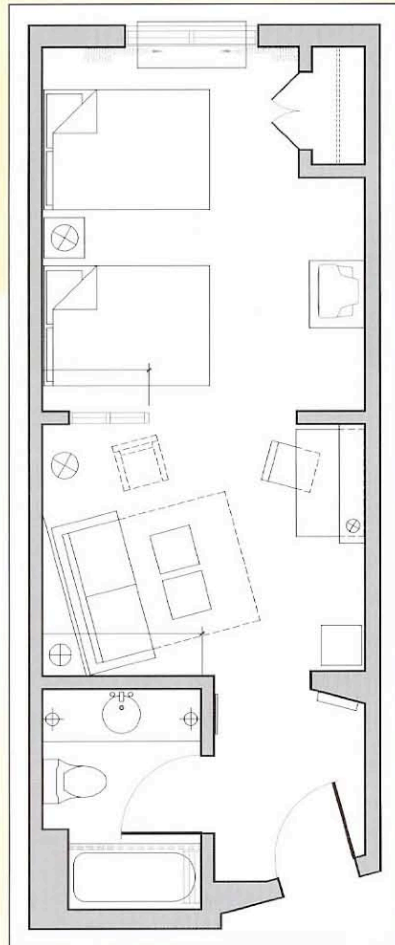


Standard Prototype	Site Area	Gross Building Area
3 story: 87 rooms	1.5 to 1.6 ac.	45,400 sf
5 story: 133 rooms	1.9 to 2.1 ac.	68,100 sf

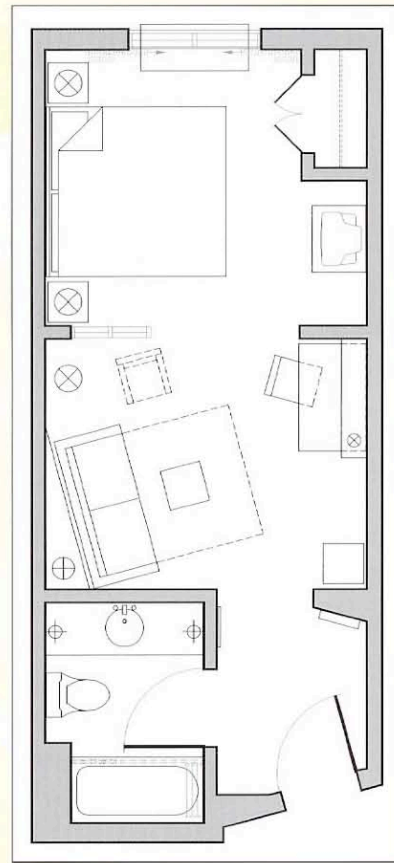


## Guestroom Features

The new generation of the Comfort Suites guestroom builds on the success of the current layout. New deluxe, wide-bay suites with a more residential character have been introduced on upper floors over the public space. The uniquely configured guestrooms have an entry foyer/dressing area and enhanced suite separation between living and sleeping areas through the use of a decorative screen wall. Guestroom amenities include a sleeper sofa, two piece business desk, 25" television, two-line telephone, iron/ironing board and pantry tower including coffeemaker, microwave and refrigerator. Spacious single compartment guest baths include large granite vanities and hair dryers.



Typical  
Double/Double  
(380 SF;  
12' x 32')



Typical  
King  
(340 SF;  
12' x 29')



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