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InnerWorkings Announces Long-Term Business Relationship with Choice Hotels

CHICAGO--(BUSINESS WIRE)-- [InnerWorkings, Inc.](http://www.inwk.com) (NASDAQ: INWK), the leading global marketing execution firm, today announced a new long-term alliance with global lodging company Choice Hotels International.

Under a multi-year agreement, InnerWorkings will deploy an integrated solution across a broad scope of marketing channels for Choice Hotels, including direct mail, branded merchandise, signage, and other marketing collateral. InnerWorkings will also implement a custom eCommerce and fulfillment platform, delivering a comprehensive marketing supply chain solution to support Choice's extensive brand portfolio. Choice Hotels franchises approximately 6,500 hotels representing more than 500,000 rooms worldwide across 11 brands, including Ascend Hotel Collection, Cambria Hotels, Comfort Inn, Comfort Suites, Sleep Inn, Quality, Clarion, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge, and Rodeway Inn.

"We were seeking a data-driven approach to optimize our award-winning Choice Privileges loyalty program, better leverage our spend, improve visibility, and increase our overall marketing effectiveness," said Jamie Russo, Vice President, Loyalty Programs & Customer Engagement for Choice Hotels. "We are excited to collaborate with InnerWorkings to enhance accountability across a larger supplier base, all while upholding rigorous quality standards and brand consistency for our 11 brands, our thousands of franchisees, and our more than 32 million Choice Privileges members worldwide."

"InnerWorkings has managed diverse sets of brands in the hospitality sector for nearly a decade. We understand the complex fulfillment challenges inherent in loyalty programs and franchise development. The innovation and efficiencies we will bring to Choice Hotels will have an immediate, transformative impact," stated Seth Kessler, President of Global Solutions for InnerWorkings.

The nation's first hotel chain, Choice Hotels traces its roots back to 1939. From a small grouping of roadside hotels to one of the world's largest hotel franchisors, Choice Hotels is built on a proud history of industry firsts and innovations, well-suited for a growing collaboration with InnerWorkings over the coming years.

For more information about InnerWorkings, visit www.inwk.com. For more information about Choice Hotels, visit www.choicehotel.com.

About InnerWorkings

InnerWorkings, Inc. (NASDAQ: INWK) is the leading global marketing execution firm serving Fortune 1000 brands across a wide range of industries. As a comprehensive outsourced enterprise solution, the Company leverages proprietary technology, an extensive supplier network and deep domain expertise to streamline the production of branded materials and retail experiences across geographies and formats. InnerWorkings is headquartered in Chicago, IL and employs approximately 1,800 individuals to support global clients in the execution of multi-faceted brand campaigns in every major market around the world. InnerWorkings serves many industries, including: retail, financial services, hospitality, consumer packaged goods, nonprofit, healthcare, food & beverage, broadcasting & cable, automotive, and transportation.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest hotel companies. With approximately 6,500 hotels franchised in more than 40 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe. As of March 31, 2017, 795 hotels were in our development pipeline. Our company's Ascend Hotel Collection[®], Cambria[®] Hotels, Comfort Inn[®], Comfort Suites[®], Sleep Inn[®], Quality[®], Clarion[®], MainStay Suites[®], Suburban Extended Stay Hotel[®], Econo Lodge[®], Rodeway Inn[®], and Vacation Rentals by Choice Hotels[®] brands provide a spectrum of lodging choices to meet guests' needs. With more than 32 million members and counting, our Choice Privileges[®] rewards program enhances every trip a guest takes, with benefits ranging from instant, every day rewards to exceptional experiences, starting right when they join. All hotels and vacation rentals are independently owned and operated. Visit us at www.choicehotels.com for more information.

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