



For Immediate Release

PALM HOLDINGS CANADA PURCHASES HOTEL IN HALIFAX NOVA SCOTIA

Ideal for business and leisure travellers in Halifax Nova Scotia

TORONTO, ON (February 23rd, 2015) – Palm Holdings Canada is expanding its unique hotel experience in Halifax, Nova Scotia with its purchase of **Quality Inn & Suites Bayer's Lake Halifax**.

The Quality Inn & Suites Bayer's Lake Halifax is conveniently located near Bayer's Lake Business Park, Shopping and Dining District, Exhibition Park; Mount Saint Vincent University and world famous Peggy's Cove. A short drive from the Halifax Stanfield International Airport (YHZ) this hotel is located just off the Bicentennial Highway at Exit 2 (Kearney Lake Road) and just a 10 minute drive to the Historic downtown Halifax.

"One indicator of a Destination's success is that of new investment and we are delighted to now have Palm Holdings Canada as part of the team. We look forward to working with them in the months ahead." said, Patricia Lyall, President & CEO, Destination Halifax.

Halifax is a major economic centre in Eastern Canada with large concentration government services and private sector companies. Major employers and economic generators include Department of National Defence, Dalhousie University, the Halifax Shipyard, various levels of government and the Port of Halifax. Agriculture, fishing, mining, forestry and natural gas extraction are major resource industries found in the rural areas of the municipality.

Quality Inn & Suites Bayer's Lake Halifax, features spacious 113 guest rooms and suites and 3500 sq feet of meeting and banquet space, ideal for meetings, conferences, weddings and other social banquets and events.

Quality Inn & Suites Bayer's Lake Halifax ensures a comfortable stay for guests with rooms featuring plush bedding, functional workspaces, mini-refrigerators and microwaves. The hotel's complimentary Wi-Fi and meeting facilities are ideal for business travellers.

"We look forward to offering guests the opportunity to enjoy style, comfort and affordability in a prime location in the city of Halifax" said Paul Sutton, Vice President Operations, Palm Holdings.

For further information on Quality Inn & Suites Bayer's Lake Halifax and reservations, please visit www.qualityinnhalifax.com or call 1-800-424-6423.

About Choice Hotels

Choice Hotels International (NYSE: CHH) is one of the largest and most successful lodging companies in the world. Choice Hotels currently franchises more than 6,300 hotels, representing more than 500,000 rooms, in more than 35 countries and territories. Ranging from limited service to full service hotels in the economy, mid-scale and upscale segments, Choice Hotels-branded properties provide business and leisure travellers with a range of high-quality, high-value lodging options throughout North America and Internationally.

Choice Hotels International offers the Choice Privileges® rewards program. With more than 19 million members worldwide, is one of the fastest growing hotel loyalty programs in the travel industry.

Additional corporate information can be found on the Choice Hotels International, Inc. web site, which may be accessed at www.choicehotels.com.

About Palm Holdings

Primarily in property acquisitions, hospitality and business services, Palm Holdings brings together a group of family-owned businesses within hospitality, commercial offices, land developments and hotel services. The Group's expertise in hotel development and management, commercial property and hotel reservation services is well-documented through projects in Canada, the United Kingdom, the United States and India. Following the addition of QualityInn & Suites Bayer's Lake Halifax, Palm Holdings currently owns and operates four hotels in Ontario, Canada, one in Florida, USA, and four in the United Kingdom.

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For more information about Palm Holdings, please visit: www.palm-holdings.com.