



Balboa Capital Becomes Qualified Vendor For Choice Hotels Franchisees

As a Qualified Vendor, Company Will Offer a Variety of Franchise Financing Products to Choice Hotels Franchisees throughout the United States.

IRVINE, CA, May 29, 2013 - Balboa Capital, a leading provider of franchise financing, announced it has become a Choice Hotels Qualified Vendor that will offer financing to Choice Hotels franchisees nationwide. Through the Choice Hotels Qualified Preferred Vendor Program, Balboa Capital will develop and offer custom-tailored financing programs to franchisees to acquire furniture, fixtures and equipment (FF&E) and move forward with re-imagining/remodeling efforts, product improvement programs (PIP) and expansion/build-out initiatives. The company will also make available several business loan products to franchisees that can be used for a wide variety of their business needs.

“Establishing this relationship with Choice Hotels speaks to Balboa Capital’s lengthy track record of success in the hotel and hospitality industry,” said Angela Stoltenberg-Anderson, Director of Business Development of Balboa Capital’s Franchise Services Group. “We work with some of the largest brands in this competitive sector whose franchisees benefit from our aggressive financing rates, rapid funding, and customer service that is second to none. Franchisees will work with the same Balboa Capital franchise financing expert every step of the way, which is more personalized and allows for optimum efficiency.”

Balboa Capital’s franchise financing experience and expertise is not limited to the hotel and hospitality arena. The company works with well-known franchise brands in the quick service restaurant (QSR), fitness, automotive, and home repair and improvement industries, among many others.

About Choice Hotels

Choice Hotels International, Inc. franchises approximately 6,200 hotels, representing more than 499,000 rooms, in the United States and more than 30 other countries and territories. As of December 31, 2012, 394 hotels, representing more than 31,000 rooms, were under construction, awaiting conversion or approved for development in the United States. Additionally, 88 hotels, representing approximately 7,800 rooms, were under construction, awaiting conversion or approved for 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, as well as its Ascend Hotel Collection membership program, serve guests worldwide. Choice Hotels International offers the Choice Privileges® rewards program to more than 17 million members worldwide. Additional corporate information may be found on the Choice Hotels International, Inc. website, which may be accessed at <http://www.choicehotels.com>.

About Balboa Capital

Balboa Capital is a technology-driven financing company that provides business owners with fast, hassle-free solutions to fuel their growth and success. The company specializes in small business loans,

equipment financing, commercial financing, equipment vendor financing and franchise financing. Balboa Capital developed an intuitive online platform that simplifies the entire financing process. Calculators provide instant estimates, applications can be completed and submitted in a matter of minutes, and sophisticated credit scoring technology provides instant decisions. Visit <http://www.balboacapital.com> to learn more.