

Choice Hotels Ranked Top Hotel Company On Forbes Most Innovative Growth Companies List

PR Newswire
ROCKVILLE, Md.

ROCKVILLE, Md., July 29, 2014 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH), one of the world's largest hotel companies, has been named to the Forbes *World's Most Innovative Growth Companies* list. Choice Hotels ranked 72(nd) out of 100 companies selected for the list. Forbes' methodology relied on investors' identification of firms they expect to be innovative now and in the future.

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"Choice Hotels is spearheading the future of the hotel industry on many dynamic fronts, so we are honored to be named to the Forbes *World's Most Innovative Growth Companies* list," commented Steve Joyce, president and CEO, Choice Hotels International. "We continue to expand aggressively in both the international and upscale markets, and our technology, mobile, and digital initiatives are receiving great accolades. It's an exciting time to be at Choice Hotels, and we look forward to accelerating these efforts."

The company has been making headlines in 2014 with international openings in Turkey and China as well as the domestic expansion of its upscale portfolios, the Ascend Hotel Collection and Cambria Hotels and Suites. Choice Hotels is also in the midst of a total brand reimaging as well as a significant development incentive for new construction of Comfort Inn and Comfort Suites. This is the first-ever development incentive for this iconic brand family.

Choice Hotels continues to be a driving force behind mobile technology developments within the hotel industry. Just recently, the company announced that it has launched hands-free hotel reservations for Ford vehicles. Drivers of Ford vehicles equipped with SYNC AppLink, Ford's onboard command center, can download Choice Hotels' Android app, which will enable them to use voice commands to search for and book available rooms at nearby Choice Hotels, without taking their hands off the steering wheel. Additionally, The Search Agency recently named Choice Hotels and its brands' mobile sites as the top six of ten travel performers for customer mobile experience. The company has launched several other technology initiatives this year, including a partnership with TripAdvisor's Instant Booking program on its mobile site and apps, and Verified Reviews, an online customer review verification system promoting authenticity and credibility regarding our consumer's reviews of Choice Hotels properties.

Choice's innovation is also exhibited in its latest summer contest, #VacayGoneCrayCray.

YouTube sensations Rhett & Link signed on to reenact the best of the worst contestant trip experiences on their Good Mythical Morning Show. Buzz surrounding the contest has been growing, with Rhett & Link's latest music video promoting #VacayGoneCrayCray, entitled "I'm On Vacation" earning a spot as one of YouTube's top five trending videos during the week of July 21(st).

For more information on the Forbes *World's Most Innovative Growth Companies* list and its methodology, visit: <http://www.forbes.com/growth-companies/>.

About Choice Hotels

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 Hotels & 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. With more than 20 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.

Choice Hotels, Choice Hotels International, Choice Privileges, Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge, Rodeway Inn, and Ascend Hotel Collection are proprietary trademarks and service marks of Choice Hotels International Inc.

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