Choice Privileges Named A Top Hotel Loyalty Program In USA Today's 10Best Readers' Choice Awards

ROCKVILLE, Md., Nov. 9, 2018 /PRNewswire/ -- Choice Privileges, the award-winning loyalty program from Choice Hotels International, Inc. (NYSE: CHH), earned high honors in *USA Today's* 10Best Readers' Choice Awards for the third consecutive year. The elite distinction, which spotlights Choice Privileges as one of the top hotel loyalty programs, builds upon the program's impressive list of accolades, which includes recent recognition from *U.S. News & World Report* as one of the Best Hotel Rewards Programs.

"At Choice Hotels, our goal is to help loyalty members get the most out of their travel experience, whether it's for business or leisure, by delivering quality, relevant perks seamlessly," said Jamie Russo, vice president, loyalty programs and customer engagement, Choice Hotels. "We're proud to be recognized once again by readers of *USA Today* as one of the best hotel loyalty programs. The honor, which comes on the heels of surpassing our 39-million-member mark, proves how much customers value Choice Privileges."

Choice Privileges members benefit from a variety of rewards and perks, including:

- Exclusive member rates that guarantee the lowest price when booking direct through Choice Hotels
- Points toward free stays, which start at just 6,000 points per night, gift cards, and more with each direct booking
- Rewards at check-in during mid-week stays through *Your Extras*, the first-of-its-kind program that delivers perks, such as airline miles, fuel rewards, or coffee gift cards
- Exclusive partnership and elite member benefits with car rental provider Avis
- Seasonal promotions throughout the year

Nominees for this year's 10Best Readers' Choice Awards Best Hotel Loyalty Program were chosen by editors from *USA Today* and 10Best.com for their focus on value, rewards, and member experience. *USA Today* readers and the public were able to vote for their favorite program from this selection to determine the winners.

For more information about the Choice Privileges rewards program, visit www.choicehotels.com/choice-privileges. A complete list of loyalty programs recognized by *USA Today 10Best* is available at https://www.10best.com/awards/travel/best-hotel-loyalty-program/.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) is one of the largest and most successful lodging franchisors in the world. With more than 6,900 hotels, representing more than 560,000 rooms, in over 40 countries and territories as of September 30, 2018, the Choice® family of hotel brands provide business and leisure travelers with a range of high-quality lodging options from limited service to full-service hotels in the upscale, midscale, extended-stay and economy segments. The award-winning Choice Privileges® loyalty program offers members benefits ranging from everyday rewards to exceptional experiences. Comfort, Comfort Suites, Comfort Inn & Suites, Quality, and Quality Inn & Suites are registered trademarks of Choice Hotels International. For more information, visit www.choicehotels.com.

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