

Choice Hotels Names New Marketing Leader

PRNewswire
SILVER SPRING, Md.

Choice Hotels International, Inc., today announced the appointment of Wayne W. Wielgus as senior vice president, marketing, effective September 18, 2000.

Wielgus, 46, was senior vice president, marketing, at Best Western International in Phoenix, where he was responsible for all sales, marketing and advertising.

"We are delighted to add an industry leader of Wayne's stature to our senior management team," said Charles A. Ledsinger, Jr., president and chief executive officer. "Choice welcomes his leadership in helping us reach more consumers, deliver more business to our franchisees and build even stronger hotel brands."

In his new role, Wielgus will have responsibility for marketing, sales, advertising and reservations. He will report directly to Ledsinger. At Best Western, he helped to revamp the Gold Crown Club frequent guest program and form alliances with major airlines to build customer loyalty.

A 20-year industry veteran, he has also served in executive marketing positions with Forte Hotels, Inter-Continental Hotels, Ramada Hotels and Holiday Inns. He is a 1977 graduate of Fairfield University and earned an M.B.A. degree from Memphis State University in 1986.

Choice Hotels International is the second largest hotel franchiser in the world with 4,303 hotels open, representing 343,511 rooms, and another 685 hotels under development, representing 58,191 rooms, in 39 countries as of June 30, 2000. Its Comfort, Quality, Clarion, Sleep Inn, Econo Lodge, Rodeway Inn and MainStay Suites brands serve guests worldwide.

Certain matters discussed in this press release may constitute forward- looking statements within the meaning of the federal securities law. Such statements are based on management's beliefs, assumptions and expectations, which in turn are based on information currently available to management. Actual performance and results could differ from those expressed in or contemplated by the forward-looking statements due to a number of risks, uncertainties and other factors, many of which are beyond Choice's ability to predict or control. For further information on factors that could impact Choice and the statements contained therein, we refer you to the filings made by Choice with the Securities and Exchange Commission, including its registration statement on Form S-4 and report on Form 10-Q for the period ended June 30, 1999.

Additional corporate information may be found on the Choice Hotels' Internet site, which may be accessed at <http://www.choicehotels.com/>.

Comfort, Quality, Clarion, Sleep Inn, Econo Lodge, Rodeway Inn, MainStay Suites and ChoiceBuys.com are registered trademarks and service marks of Choice Hotels International, Inc.

SOURCE: Choice Hotels International, Inc.

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