

## **Choice Names Arnold Worldwide/Washington to Handle Advertising Account**

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Choice Hotels International, Inc. today announced it has chosen Arnold Worldwide/Washington as its agency of record to handle its estimated \$35-40 million integrated advertising account.

"We believe Arnold Worldwide demonstrated its ability to produce a strategically sound, long-term campaign that will deliver well against our key marketing objectives," said Wayne W. Wielgus, senior vice president, marketing. "We were fortunate to be able to select among several top-flight agencies, with Arnold showing convincing strength in its strategic approach and its capability to provide Choice with a compelling voice in a highly competitive business."

The choice of Arnold follows a three-month agency review. Other finalists included Averett Free Ginberg, Bozell Kamstra and Deutsch, all of New York. The agency will begin work immediately on creating a new marketing campaign that will begin in advance of the summer travel season.

"We are delighted to partner with Choice Hotels and look forward to working with them on building their brands globally," said Ken Umansky, president, Arnold Worldwide/Washington.

Choice Hotels International, the world's second largest hotel franchisor, franchises more than 5,000 hotels in 41 countries under the Comfort, Quality, Clarion, Sleep, Econo Lodge, MainStay Suites and Rodeway Inn brands. For more information on Choice, visit the company's Internet site at <http://www.choicehotels.com>.

Based in McLean, Virginia, Arnold Worldwide/Washington is the area's largest full service advertising agency with 150 employees and 2000 billings of \$165 million. Arnold Worldwide/Washington services such leading global and regional clients as: USInternetworking, Manugistics, PNC Bank, ExxonMobil, OneMain.com, Sallie Mae, Dominion Resources, McDonalds and Cort Furniture.

Headquartered in Boston, Arnold Worldwide, the United States agency of Arnold Worldwide Partners, is owned by Havas Advertising (Nasdaq: HADV; Paris: HAV.PA), the world's fourth largest communications group.

SOURCE: Choice Hotels International, Inc.

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