

## **'Choice Holidays' Promotion Offers Good Cheer to Holiday Travelers**

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Worldwide franchisor Choice Hotels International, Inc. is offering a measure of good cheer and special hotel rates of at least 10 percent off to leisure travelers this holiday season through its "Choice Holidays" promotion.

Almost 3,600 Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, MainStay Suites, Econo Lodge and Rodeway Inn hotels in the U.S. and around the world are participating in this seasonal promotion, which runs through January 31, 2003.

"Choice Hotels wants to spread tidings of goodwill from coast to coast and around the globe," said Wayne Wielgus, Choice's senior vice president, marketing. "Our 'Choice Holidays' promotion offers savings that encourage the bonding of friends and families and brings a measure of good cheer to travelers this holiday season."

Each hotel participating in the "Choice Holidays" promotion is offering a special rate in accordance with local market conditions. No minimum or maximum stay is required. The "Choice Holidays" rate cannot be combined with any other offer.

Consumers and travel agents must make "Choice Holidays" reservations through Choice Hotels' toll-free reservation number, 1-800-4CHOICE, or the company's website, <http://www.choicehotels.com/>. Hotel guests and travel agents must request the "Choice Holidays" rate when making reservations. Travel agents receive a 10 percent commission when booking "Choice Holidays" reservations.

Members of Choice Privileges, Choice's frequent traveler program for Comfort Inn, Comfort Suites, Quality, Sleep Inn and Clarion brand hotels in the U.S., can earn points for their "Choice Holidays" stay. Guests visiting Econo Lodge and Rodeway Inn brand hotels in the U.S. and staying at the "Choice Holidays" rate can earn EA\$Y CHOICE frequent traveler stamps. Guests staying at all Choice brand hotels may instead choose to receive frequent flier miles from participating airlines.

Choice Hotels International, Inc. franchises more than 5,000 hotels open and under development in 46 countries marketed under the brand names Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, MainStay Suites, Econo Lodge and Rodeway Inn. For more information on Choice Hotels, visit <http://www.choicehotels.com/> on the Internet.

Choice Hotels, Choice Hotels International, Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, MainStay Suites, Econo Lodge, Rodeway Inn, Choice Privileges, EA\$Y CHOICE and 1-800-4CHOICE are proprietary trademarks and service marks of Choice Hotels International, Inc.

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