

## **Choice Privileges, Preferred Hotels(R) & Resorts Worldwide Join To Offer Luxurious Rewards**

**Choice Privileges Points Redeemable for Free Nights at 129 of World's Most Distinctive Hotels and Resorts**

PRNewswire

SILVER SPRING, Md.

Choice Hotels International and Preferred Hotels(R) & Resorts Worldwide have entered into an agreement whereby members of Choice Privileges, Choice Hotels' guest rewards program may redeem points for free nights at Preferred Hotels and Resorts Worldwide, a global brand of independently owned luxury hotels and resorts that represent the highest standards of quality and excellence in service.

Choice Privileges members who earn points by staying at Choice's Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion and MainStay Suites hotel brands may redeem points to earn free nights at any of the 129 luxurious Preferred Hotels properties worldwide. With hotels in 21 countries, Preferred hotels and resorts are among the finest in the world. The company prides itself on the distinctiveness and diversity of its properties, in terms of their location, ambiance, decor and culture.

As always with the Choice Privileges rewards program, there are no blackout date restrictions on point redemption at a Preferred property. Awards nights must be booked within 30 days of arrival for locations in the U.S. and Canada and within 60 days of arrival for all other locations.

"From skiing at The Lodge at Vail to snorkeling at the Quinta Real Acapulco, from hitting the links at The Sanctuary at Kiawah Island to hiking the mountains at The Carlton Hotel in St. Moritz, Preferred represents luxurious hotels and resorts at the world's premier leisure travel destinations," said Wayne Wielgus, executive vice president and chief marketing officer for Choice Hotels. "This agreement with Preferred as our luxury affiliate elevates our Choice Privileges guest rewards program to a level typically found only in upscale hotel companies' rewards programs."

Wielgus added that Choice Privileges members may also redeem points for stays at more than 4,000 Choice brand hotels worldwide, airline miles with 10 major airlines or gift certificates from more than 100 retail outlets. "The luxury accommodations provided by Preferred properties are a perfect complement to the existing Choice Privileges rewards options," he said.

"We are honored to be Choice Hotels' exclusive luxury hotel partner," said Michelle Woodley, vice president of distribution and marketing services for Preferred Hotels & Resorts. "This partnership affords us the opportunity to reach large audience of frequent and loyal travelers through one of the largest hotels companies in the world. We look forward to offering Choice Privileges members memorable experiences at our properties around the globe."

About Choice Hotels International:

Choice Hotels International is one of the world's largest lodging franchisors, marketing more than 5,000 hotels open or under development in 44 countries under the Comfort Inn, Comfort Suites, Quality, Clarion, Sleep Inn, MainStay Suites, Econo Lodge, and Rodeway Inn brand names. For more information on Choice, visit the company's web site at <http://www.choicehotels.com/>.

About Preferred Hotels(R) & Resorts Worldwide:

Founded in 1968, Preferred Hotels & Resorts Worldwide (GDS code: PH) is a global brand of 129 of the

world's finest independently owned and managed luxury hotels and resorts. Every member hotel shares the same dedication to extraordinary service and must qualify for membership by adhering to Preferred's Standards of Excellence(TM), an extensive quality assurance program that includes an annual, third party unannounced audit of 1,600 standards and practices. Honored with the "Best Practices Champion Award" by Cornell University, Preferred's Standards of Excellence ensures that guests consistently enjoy impeccable personal service and hospitality at every Preferred hotel or resort.

Headquartered in Chicago, the company has sales offices in New York, Los Angeles, London, Milan, Stockholm, Munich, Sao Paulo, Hong Kong, Tokyo, Mexico City, Singapore, Moscow, New Delhi and Sydney. For more information on Preferred Hotels & Resorts visit the company's Web site at <http://www.preferredhotels.com/>.

Choice Hotels, Choice Hotels International, Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, MainStay Suites, Econo Lodge, Rodeway Inn and Choice Privileges are the proprietary trademarks and service marks of Choice Hotels International Inc.

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