

Choice Hotels Cares About the Community

Partners with Radio One for Title Sponsorships

PRNewswire

SILVER SPRING, Md.

As part of its ongoing diversity marketing efforts, worldwide lodging franchisor Choice Hotels International, Inc. has partnered with Radio One, Inc., the nation's seventh largest radio broadcasting company (based on 2003 net broadcast revenue) and the largest company that primarily targets African-American and urban listeners.

"Partnering with Radio One is an excellent opportunity to further promote our brands to African-American consumers, as well as establish Choice Hotels' commitment to supporting local community events," said Laura Bajkowski, vice president of advertising and marketing communications. "Our title sponsorships of the Radio One events support a dynamic grassroots multicultural marketing program."

The sponsorships launch this month and include:

- * Stone Soul Picnic, Dallas, TX-June 18
- * Smooth Jazz 4th Anniversary Series, Atlanta, GA-June 25
- * Stone Soul Picnic, Washington DC-July 30
- * Success Matters Seminar, Miami, FL-August (exact date TBD)
- * Arts, Beats and Eats, Detroit, MI-September 2-5
- * Circle of Sisters, New York, NY-October 1-2
- * Holiday Cool Down, Los Angeles, CA-December 15

At each Radio One event Choice Hotels will have booth displays, on-site banner coverage and on-air promotions touting the companies summer promotions and frequent guest rewards programs.

Choice Hotels International markets more than 5,000 hotels in over 40 countries under the brand names Comfort Inn, Comfort Suites, Quality, Clarion, Sleep Inn, MainStay Suites, Econo Lodge and Rodeway Inn. The company's newest brand, Cambria Suites, launched in January 2005. For more information on Choice, visit the company's web site at <http://www.choicehotels.com/>.

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SOURCE: Choice Hotels International, Inc.

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