

Rodeway Inn, Econo Lodge Offer Consumers 'Key-To-A-Million'

Summer Sweepstakes Offers Travelers Chance to Become a Millionaire

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From June 1 through August 17, 2006, Choice Hotels International, Inc., and two of its brands, Econo Lodge and Rodeway Inn, will be offering consumers who log on to choicehotels.com the chance to win \$50,000.* The \$50,000 winner will then have a chance to pick one of 20 room keys, one of which will open the door to a cool million.

"This sweepstakes, which could turn one lucky guest into a millionaire, is the biggest promotion ever offered by the Choice economy brands," said Wayne Wielgus, executive vice president and chief marketing officer for Choice Hotels. "This promotion is a great opportunity to introduce even more customers to our economy brands, which offer great hotels for value-oriented travelers."

Choice Hotels International is one of the world's largest lodging franchisors, marketing more than 5,000 hotels open or under development in more than 40 countries under the Cambria Suites, Clarion, Quality, Comfort Suites, Comfort Inn, Sleep Inn, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn brand names. For more information on Choice, visit the company's web site at <http://www.choicehotels.com/>.

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* NO PURCHASE NECESSARY. OPEN TO LEGAL RESIDENTS OF THE U.S. 50 STATES (D.C.), 21 or older. VOID WHERE PROHIBITED. Ends 8/17/06. For official rules, prize values, and odds disclosure visit <http://www.choicehotels.com/officialrules>. Sponsor: Choice Hotels International Services Corp., 10750 Columbia Pike, Silver Spring, MD 20901.

SOURCE: Choice Hotels International, Inc.

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Web site: <http://www.choicehotels.com/>

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