

## **Choice Hotels Announces 2006 Inn of the Year Winners** **Unyielding Commitment to Customer Satisfaction, Brand Quality and Brand Consistency are Hallmarks of 2006 Awardees**

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Choice Hotels International, Inc. today announced that 11 properties have received honors as the 2006 Inn of the Year award winning hotels. The awards were announced at the company's annual convention in Nashville, Tennessee. From Colorado to Virginia to Texas to Tennessee, and from Sweden to Japan, this year's winners represent the "best of the best" in the areas of guest satisfaction and brand performance within the company's worldwide system of more than 5,200 hotels.

"This year's winning hotels are those that adhere to Choice's highest standards for hotel quality and brand consistency while continually delivering great service that keeps guests coming back," said Charles A. Ledsinger, Jr., president and CEO of Choice Hotels. "Brand quality and consistency support our commitment to deliver our franchisees the highest possible return on investment."

Brand consistency and quality are important components of guest satisfaction and key focal points for Choice. Across all of its ten brands, Choice is improving guest satisfaction by researching and analyzing what is important to guests. The company is utilizing this intelligence to focus its efforts and attention on the key drivers for guest satisfaction. Choice is also working collaboratively with its franchisees to provide them the tools, training and assistance that will aid in elevating brand performance and brand consistency.

Winning hotels, which meet and exceed standards in all of these categories, are selected by reviewing properties' guest satisfaction scores, which are calculated using surveys emailed to guests within 48-72 hours of checkout, as well as Quality Assurance Review scores. This year's Inn of the Year award winners all ranked as one of the top five hotels within their brand.

The 2006 Inn of the Year award winners are:

Comfort Inn  
Comfort Inn Apple Valley  
1850 Parkway  
Sevierville, TN 37862

Comfort Suites  
Comfort Suites  
4195 Main St  
Chincoteague, VA 23336

Quality  
Quality Inn & Suites  
2751 Commercial Way  
Montrose, CO 81401

Sleep Inn  
Sleep Inn Hanes Mall  
1985 Hampton Inn Court  
Winston-Salem, NC 27103

Clarion  
Clarion Inn Willow River  
1990 Gov. Winfield Dunn Pkwy  
Sevierville, TN 37862

MainStay Suites

MainStay Suites  
1001 W. College Ave  
Oak Creek, WI 53154

Econo Lodge  
Econo Lodge Ft. Bliss  
6363 Montana Ave  
El Paso, TX 79925

Rodeway Inn  
Rodeway Inn  
3430 South US Highway 77  
Kingsville, TX 78363

Clarion (International)  
Clarion Hotel Stockholm  
Ringvagen 98  
Stockholm, Sweden, 11120

Comfort (International)  
Comfort Hotel Gifu  
6-6, Yoshino-machi  
Gifu, Japan, 500-8844

Quality (International)  
Quality Hotel Opera Saint Lazare  
15, rue Constantinople  
Paris, France, 75008

#### About Choice Hotels

Choice Hotels International franchises more than 5,200 hotels, representing more than 425,000 rooms, in the United States and more than 40 countries and territories. As of March 31, 2006, 653 hotels are under development in the United States, representing 51,157 rooms, and an additional 69 hotels, representing 6,223 rooms, are under development in more than 20 countries and territories. The company's Cambria Suites, Comfort Inn, Comfort Suites, Quality, Clarion, Sleep Inn, Econo Lodge, Rodeway Inn, MainStay Suites and Suburban Extended Stay Hotel brands serve guests worldwide. Additional corporate information may be found on the Choice Hotels Internet site, which may be accessed at <http://www.choicehotels.com/>.

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SOURCE: Choice Hotels International, Inc.

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