

## **Choice Hotels Choice Privileges(R) Rewards Program Wins Coveted Freddie Award**

**Frequent Guests Reward Program Features a Fresh New Look and Adds Amtrak, AARP and Enterprise-Rent-A-Car as New Partners**

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SILVER SPRING, Md.

Choice Hotels International, Inc. today announced its Choice Privileges rewards program was voted best of the best at this year's 19th annual Freddie Awards - winning the Best Award which represents the best flexibility and value for its members. Choice Privileges also won three second place awards, including Best Member Communications and Best Bonus Promotion for the popular "Stay Twice, Earn a Free Night" promotion.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20070516/NEW105LOGO> )

"Being recognized as the best really validates all the hard work and creativity we have put into this program," said Gregory Brown, vice president, Choice Privileges for Choice Hotels.

The prestigious Freddie Awards are announced each year by Randy Peterson, publisher of Inside Flyer magazine. This year's award winners were announced at the Freddie Awards ceremony held on April 26, 2007 in Arlington, Virginia. Each year frequent travelers around the world voted for their favorite airline, hotel and credit card loyalty programs.

"We have been in the process of enhancing the Choice Privileges rewards program and winning the Freddie Award is the first recognition of the positive changes we have been making," added Brown. "We will further enhance Choice Privileges by launching a new identity that is fresh and contemporary along with building new partnerships and expanding our global reach."

Last week at Choice Hotels 53rd Annual Convention, Choice Privileges announced several new additions to the rewards program including the launch of the Choice Privileges program in Ireland, the addition of Choice's Suburban Extended Stay Hotel brand to the Choice Privileges program, and a trio of new participating redemption partners--Amtrak, the American Association of Retired Persons (AARP), and Enterprise-Rent-A-Car.

Over 5.5 million Choice Privileges members earn points on stays at over 3,000 Comfort Inn, Comfort Suites, Quality Inn, Sleep Inn, Clarion, Cambria Suites, MainStay Suites and Suburban Extended Stay Hotel locations throughout the U.S., Canada, Ireland, Mexico and the Caribbean. Points can be redeemed for room nights, Airline Rewards, charitable donations or gift certificates from more than 100 national and 400 regional retailers and restaurants. The Choice Privileges rewards program also offers members special benefits such as express reservations, express check-in, free local phone calls and incoming faxes, complimentary newspapers and extended check-out.

Travelers may learn more about the advantages of Choice Privileges membership by visiting [choiceprivileges.com](http://choiceprivileges.com), or calling 888.770.6800.

### **About Choice Hotels**

Choice Hotels International franchises more than 5,400 hotels, representing more than 440,000 rooms, in the United States and 39 countries and territories. As of March 31, 2007, 833 hotels are under development in the United States, representing 64,078 rooms, and an additional 70 hotels, representing

6,463 rooms, are under development in more than 15 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 Choice Hotels' Internet site, which may be accessed at [choicehotels.com](http://choicehotels.com).

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