

Get on the Road This Summer with Free Gasoline from Choice Hotels EA\$Y CHOICE Rewards Program

PRNewswire-FirstCall
SILVER SPRING, Md.

You never know where the road may take you...that's why Choice Hotels is giving guests \$ announced today its \$50 gas card summer promotion available to EA\$Y CHOICE(R) participants.

Its easy, guests just collect EA\$Y CHOICE stamps when staying at any of more than 1,000 Econo Lodge(R) and Rodeway Inn(R) hotels in the United States, then redeem six stamps between June 1st and August 16th to receive a free \$50 gas card. Each night earns you one stamp, and you can accumulate up to five stamps for each stay.

"We created one of our strongest promotions ever, just in time for the start of the summer travel season," said Bill Carlson, senior vice president, marketing for Choice Hotels. "We've always been known for providing great value with all our brands, and with the price of gas increasing, that's definitely going to be true this summer."

With the peak season for the annual tradition of the family vacation fast approaching, expectations are high that gas prices will be on the rise. The free \$50 gas card promotion is designed to help summer travelers stretch their travel dollars a little further.

For more information about the EA\$Y CHOICE rewards program, as well as other promotional offers by Choice Hotels, visit easychoiceonline.com or choicehotels.com.

About Choice Hotels

Choice Hotels International franchises more than 5,300 hotels, representing more than 435,000 rooms, in the United States and more than 40 countries and territories. As of December 31, 2006, 860 hotels are under development in the United States, representing 66,238 rooms, and an additional 70 hotels, representing 6,317 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.

Earn one EA\$Y CHOICE stamp per night and a maximum of five stamps per qualifying stay at any Econo Lodge or Rodeway Inn hotel in the U.S. Receive a free \$50 gas card when you mail in your EA\$Y CHOICE stamp card with six stamps and a gas card redemption form (available at choicehotels.com) between June 1 and August 16, 2007. Stamps will be awarded upon completion of the stay. For program details visit easychoiceonline.com or see the EA\$Y CHOICE stamp card.

Choice Hotels, Choice Hotels International, Cambria Suites, Comfort Inn, Comfort Suites, Quality, Clarion, Sleep Inn, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn are proprietary trademarks and service marks of Choice Hotels International.

Choice Hotels International, Inc. All rights reserved.

First Call Analyst:
FCMN Contact: david_peikin@choicehotels.com

SOURCE: Choice Hotels International

CONTACT: Heather Soule of Choice Hotels International, +1-301-628-4361,
fax,+1-301-592-6177, heather_soule@choicehotels.com

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

<https://media.choicehotels.com/2007-05-21-Get-on-the-Road-This-Summer-with-Free-Gasoline-from-Choice-Hotels-EA-Y-CHOICE-Rewards-Program>