

Get Twice as Much With New Fall Promotion for Econo Lodge and Rodeway Inn Hotels

'It's Almost This Easy' Offers Double the Value This Fall

PRNewswire-FirstCall
SILVER SPRING, Md.

Choice Hotels International, Inc. announced today the "It's Almost This Easy" fall promotion for the Econo Lodge and Rodeway Inn brands, marking the return of the popular double EA\$Y CHOICE(R) stamps promotion. During the promotion, consumers will receive double EA\$Y CHOICE stamps for each night of their qualifying stay-two stamps per night-to a maximum of 10 stamps per stay and can redeem eight stamps for a \$50 room credit instead of the normal 10 stamps.

"Our guests have responded very well to our double EA\$Y CHOICE stamps offers in the past and we're happy to be able to provide them with such a strong offer again this fall," said Bill Carlson, senior vice president, marketing for Choice Hotels. "And with consumers able to cash in just eight stamps for a \$50 room credit, that means a free night after as little as four nights. That's a great value."

EA\$Y CHOICE stamps are available at every Econo Lodge and Rodeway Inn brand hotel throughout the U.S. and can be redeemed for room credits at any Econo Lodge or Rodeway Inn brand hotel in the U.S. The offer starts September 1 and runs until November 30, 2007.

Consumers can listen for more information on new upcoming radio commercials highlighting the fall promotion on national network radio stations starting in late August. National print and online advertising will also provide travelers with more information on the double EA\$Y CHOICE stamps reward promotion.

For reservations, call 800.4CHOICE or visit www.choicehotels.com for our best Internet rate guarantee. For more information about the EA\$Y CHOICE rewards program, visit www.easychoiceonline.com.

About Choice Hotels

Choice Hotels International franchises more than 5,400 hotels, representing more than 445,000 rooms, in the United States and 39 countries and territories. As of June 30, 2007, 858 hotels are under development in the United States, representing 67,740 rooms, and an additional 85 hotels, representing 8,007 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 Choice Hotels' Internet site, which may be accessed at www.choicehotels.com.

****Guests earn two stamps per night (maximum of 10 stamps per stay) for qualifying stays between September 1 and November 30, 2007. Guests receive a \$50 room credit on a future stay when redeeming eight stamps during the promotion period. Offer valid at any Econo Lodge or Rodeway Inn hotel in the U.S. Stamps will be awarded upon completion of the stay.**

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.

FCMN Contact: david_peikin@choicehotels.com

SOURCE: Choice Hotels International, Inc.

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

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

<https://media.choicehotels.com/2007-08-28-Get-Twice-as-Much-With-New-Fall-Promotion-for-Econo-Lodge-and-Rodeway-Inn-Hotels>