

## **Two Stays Add Up to a Free Night This Fall at Choice Hotels**

**Stay 2 times. Earn a free night at over 1,000 hotels.**

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SILVER SPRING, Md.

Choice Hotels International, Inc. announced today the return of its most compelling promotion ever, where Choice Privileges(R) rewards program members can earn a free night at over 1,000 hotels with just two separate stays.

"With the fall travel season fast approaching, we're excited to be able to thank our guests by offering such a great value as the 'Stay 2 times. Earn a free night at over 1,000 hotels' promotion," said Bill Carlson, senior vice president, marketing for Choice Hotels. "And with the Choice Privileges rewards program growing rapidly towards its 6-millionth member, it's even more reason to celebrate with a special offer."

When guests stay just two separate times at participating Choice brand hotels in the U.S., Canada, Ireland, Mexico and the Caribbean, they will earn enough Choice Privileges rewards points for a free night on a future stay at over 1,000 hotels. A qualifying stay can be any length of time but guests should remember that consecutive nights at one hotel, regardless of check-ins or check-outs, count as one stay. There is no limit on how many times guests receive the bonus during the promotion period. The promotion starts September 1 and runs until November 30, 2007 and includes eight Choice Hotels brands- Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites and Suburban Extended Stay Hotel.

Consumers can watch for more information on new upcoming television, print and online commercials starting in late August. Current Choice Privileges members, corporate accounts and other market segments will receive e-mails and newsletters highlighting the "Stay 2 times. Earn a free night at over 1,000 hotels" promotion.

For reservations, call 800.4CHOICE or visit <http://www.choicehotels.com/> for our best Internet rate guarantee. For more information about the Choice Privileges rewards program, visit <http://www.choiceprivileges.com/>.

The Choice Privileges rewards program won its first Freddie Award earlier this year, as voted by frequent travelers; and the "Stay 2 times. Earn a free night at over 1,000 hotels" promotion offer placed second in the promotions category.

### **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 <http://www.choicehotels.com/>.

The free night is based on an 8,000 point Choice Privileges reward night. A free night may require more points at certain hotels. Choice Privileges number must be provided upon check-in for the stay to be eligible. Members earn points for stays when paying eligible rates. A stay is defined as any number of

consecutive nights at one hotel regardless of check-ins or check-outs. Bonus points will be added to points earned from every two qualifying stays, with arrival between September 1 and November 30, 2007, to reach the 8,000 point reward level. Allow 72 hours from check-out for points to post to account. Members must maintain a U.S. address (including U.S. territories) or Canadian address to be eligible for this promotion

\*Terms and conditions apply. See <http://www.choicehotels.com/> for details.

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.

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