Choice Hotels Announces New Choice Privileges(R) Visa(R) Promotion

Two Free Nights-Where You Use Them Is Up To You

Choice Hotels International today announced that consumers applying for the Choice Privileges Visa card between February 1, 2008 and May 31, 2008 will receive 10,000 points after their first purchase, enough for a free night at more than 2,500 hotels. Additionally, consumers will receive an additional 10,000 points when they use their new card to pay for a stay at any Choice hotel in the United States by August 14, 2008.

"We're proud to offer the opportunity to earn not just one, but two free nights," said Bill Carlson, senior vice president of marketing for Choice Hotels. "This is a great way to reward people that apply for the Choice Privileges Visa card, and we expect this to be a very successful promotion. And with the Econo Lodge and Rodeway Inn brands now a part of the Choice Privileges program, we have another 1,000-plus hotels where consumers can earn and redeem points."

Membership in the Choice Privileges rewards program is free and offers points good towards free nights, airline miles or gift certificates while staying at Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn brand hotels in the United States, Canada, Mexico, Ireland and the Caribbean.

About Choice Hotels

Choice Hotels International franchises more than 5,500 hotels, representing more than 450,000 rooms, in the United States and 37 countries and territories. As of September 30, 2007, 872 hotels are under development in the United States, representing 68,853 rooms, and an additional 82 hotels, representing 7,970 rooms, are under development in more than 20 countries and territories. The company's Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn brands serve guests worldwide.

Additional corporate information may be found on the Choice Hotels Web site, which may be accessed at www.choicehotels.com.

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

Two free nights are based on a 10,000 point Choice Privileges reward night in the U.S. A free night may require more points at certain hotels. To be eligible for this offer, you must apply for the card between February 1 and May 31, 2008 and use it by August 14, 2008. Stay at a Comfort Inn(R), Comfort Suites(R), Quality(R), Sleep Inn(R), Clarion(R), Cambria Suites(R), MainStay Suites(R), Suburban Extended Stay Hotel(R), Econo Lodge(R) or Rodeway Inn(R) hotel in the U.S. between February 1 and August 14, 2008, and pay with your new Choice Privileges Visa card to receive an additional 10,000 points. Please allow 4-6 weeks after your first use or hotel stay for the points to be deposited into your new Choice Privileges account. For information on the rates, fees, other costs and benefits of the Choice Privileges Visa card, visit bankofamerica.com. This credit card program is issued and administered by FIA Card Services, N.A. Visa is a registered trademark of Visa International Service Association, and is used by the issuer pursuant to license from Visa U.S.A. Inc.

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