

## **Triple Your Fun - and Your Points - This Spring with Choice Privileges**

### **10th Anniversary Celebration Means Big Rewards For Consumers**

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SILVER SPRING, Md.

Choice Hotels International announced today its 2008 spring Choice Privileges rewards program promotional campaigns with special offers for all ten Choice Hotels brands. The new promotion comes just in time to celebrate not only the addition of the Econo Lodge and Rodeway Inn brands to Choice Privileges, but also the program's tenth anniversary. With three great offers and ten different brands to choose from, guests can find the right hotel for all their different travel occasions.

"With all ten brands participating in Choice Privileges for the first time, we're thrilled to be able to offer guests this special spring promotion," said Bill Carlson, senior vice president of marketing for Choice Hotels. "I couldn't think of a better way to reward our guests -- there really is something for everyone."

Points are showing up all over\*

Starting February 1, 2008, all Choice Privileges members will earn the standard ten points plus an additional ten bonus points per dollar spent on qualifying stays at all Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion and Cambria Suites hotels. But that's not all ... members who visit [choicehotels.com](http://choicehotels.com) and register for the promotion prior to check-in will earn another ten bonus points per each dollar spent on subsequent qualifying stays through April 17, 2008 -- a total of 30 points per dollar spent.

Now pick up more points along the way\*\*

With the Econo Lodge and Rodeway Inn brands now part of the Choice Privileges rewards program, members will earn the standard five points per dollar plus five bonus points per dollar spent on qualifying stays at all Econo Lodge and Rodeway Inn hotels starting February 1, 2008 through April 17, 2008. Additionally, those members registering at [choicehotels.com](http://choicehotels.com) before check-in will earn another five bonus points per dollar on subsequent qualifying stays for a grand total of 15 points per dollar.

Extra points for extended stays\*\*

Members can also earn extra points for extended stays, as Choice will offer up to triple points starting February 1, 2008 on qualifying stays at any MainStay Suites or Suburban Extended Stay Hotel brand property. In addition to receiving the standard five points per dollar, members will also receive a bonus of five points per dollar spent on qualifying stays. And when they register online, members will also earn another five points per dollar on subsequent qualifying stays through April 17, 2008 -- a possible total of 15 points per dollar.

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](http://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 and Choice Privileges are proprietary trademarks and service marks of Choice Hotels International.

\* Choice Privileges number must be provided upon check-in for stay to be eligible. Members receive 10 bonus points per dollar spent on qualifying stays at participating hotels in the U.S., Canada, Mexico and the Caribbean with arrival between Feb. 1 and April 17, 2008. Guests must register prior to check-in to receive an additional 10 bonus points per dollar spent on all subsequent qualifying stays during the promotion period. Must maintain a valid Choice Privileges membership and a U.S. (including U.S. territories), Canadian or Mexican address to be eligible for this promotion.

\*\* Choice Privileges number must be provided upon check-in for stay to be eligible. Members receive 5 bonus points per dollar spent on qualifying stays at participating hotels in the U.S., Canada, Mexico and the Caribbean with arrival between Feb. 1 and April 17, 2008. Guests must register prior to check-in to receive an additional 5 bonus points per dollar spent on all subsequent qualifying stays during the promotion period. Must maintain a valid Choice Privileges membership and a U.S. (including U.S. territories), Canadian or Mexican address to be eligible for this promotion.

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