Choice Hotels and Outrigger Enterprises Group Announce Marketing Alliance

Six Outrigger Affiliated Hotels Across Hawaii To Be Associated With Choice's Clarion Collection Brand

PRNewswire-FirstCall
SILVER SPRING, Md. and HONOLULU

Worldwide lodging franchisor Choice Hotels International and leading hospitality services company Outrigger Enterprises Group today announced a new alliance through which six Outrigger-managed and/or affiliated properties representing over 3,000 rooms will be affiliated with Choice's Clarion Collection brand. The new properties are located in Honolulu, Waikiki and on the island of Hawaii and cover a range of rates, locations and styles. As part of the alliance, these Outrigger affiliated hotels can be booked through Choice's central reservations systems, including choicehotels.com and 800-4-CHOICE.

The six properties are also participating in the company's Choice Privileges rewards program where members can earn and redeem points at participating Outrigger affiliated properties in Hawaii. Members can earn points for staying at participating hotels and can redeem their points for free nights.

"This alliance is a great way for us to reward our Choice Privileges members, giving them the option to earn and redeem points at six premiere Hawaiian hotels," said Bill Carlson, senior vice president of marketing for Choice Hotels. "Additionally, this alliance will enable us to capture new business and encourage our Choice Privileges members to stay more often at our properties to reach a goal of reward nights in Hawaii."

"We are very excited to add six of our properties to one of the lodging industry's most powerful central reservations systems," said Rob Solomon, senior vice president, sales and marketing, Outrigger Enterprises Group. "We look forward to seeing Choice Privileges members at these six hotels and anticipate that this alliance will generate significant incremental demand for these properties."

"The addition of the Outrigger affiliated properties adds great new locations to the Clarion Collection brand extension," said Bruce Haase, senior vice president of brand operations and international for Choice Hotels. "We continue to identify unique, boutique and historic hotels -- as well as those that are well established in their markets like the Outrigger affiliated hotels -- that can benefit from Choice's powerful central distribution system."

The six properties now affiliated with Choice's Clarion Collection brand are five hotels on the island of Oahu -- the 1,000+-room Ala Moana Hotel, the 217-room Outrigger Luana Waikiki, the 401-room The Wyland Waikiki, the 661-room OHANA Waikiki West, and the 307-room OHANA Honolulu Airport, and on the island of Hawaii, the 309-room Keauhou Beach Resort. Plans are underway to expand the relationship to cover more hotels in the Outrigger system.

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 Choice Hotels Web site, which may be accessed at www.choicehotels.com.

About Outrigger

Outrigger Enterprises Group is one of the largest and fastest-growing hospitality services companies in the Pacific. Outrigger is a family-owned company with 60 years of hospitality experience and runs a highly-successful, multi-branded line of hotels, condominiums and vacation ownership resorts, including Outrigger Hotels & Resorts, OHANA Hotels & Resorts, Outrigger Condominium Collection, Outrigger Resort Club by Fairfield and Embassy Suites(R)-Waikiki Beach Walk(R).

Outrigger Enterprises also operates and develops hotel properties and hospitality-related retail and real estate opportunities for partners in Hawaii, the Pacific, the mainland USA and Asia. The company's most recent initiative -- Waikiki Beach Walk(R), a $535 million, 8-acre hotel-retail-entertainment complex, is the largest development in the history of Waikiki.

Choice Hotels, Choice Hotels International, Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, 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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