

## **Choice Hotels Continues Successful Recruiting of Minority and Non-Traditional Franchisees**

### **Emerging Markets Group Celebrates Year of Achievements**

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Worldwide lodging franchisor Choice Hotels International today announced that its emerging markets team added 40 new franchisees in 2007 -- approximately a 15 percent increase over 2006. With executed franchise agreements for all ten Choice hotel brands in 17 states nationwide, these new franchisees, comprised of African American, Hispanic, Native American and non-traditional hoteliers, all have majority ownership of a Choice brand hotel.

"We had another phenomenal year in 2007, recruiting minority entrepreneurs and first-time hoteliers into the Choice Hotels system," said Brian Parker, vice president, emerging markets and new business development. "Our desire and passion to educate novice hotel investors is second to none and our commitment to their individual success truly resonates."

One of the year's biggest highlights, Choice Hotels was recognized as one of the "Top 50 Franchises for Minorities" by the National Minority Franchising Initiative in a list that appeared in USA Today, launching the publication's annual Franchising Today section. According to the NMFI, Choice was selected from over 280 companies based on its aggressive and exceptional focus on recruiting and supporting minority franchisees into its system. Choice Hotels also added an Adrian Award to its list of accomplishments, presented to the company for its emerging markets development marketing campaign.

Combined with its new initiatives, the emerging markets team continues to conduct well-attended franchise seminars across the country in an effort to educate minority entrepreneurs about the lodging industry and benefits of hotel ownership. The department's Web site, [http://www.choicehotelsfranchise.com/emerging\\_markets](http://www.choicehotelsfranchise.com/emerging_markets), which launched in 2006, still serves as a key component in raising awareness among minority and non-traditional hoteliers, providing potential franchisees with a wealth of information about hotel investments and Choice hotel brands.

#### 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 December 31, 2007, 1,004 hotels are under development in the United States, representing 79,342 rooms, and an additional 89 hotels, representing 8,640 rooms, are under development in more than 15 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 <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 and Rodeway Inn are proprietary trademarks and service marks of Choice Hotels International.

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