

Choice Hotels Names Sandy Michel General Counsel

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SILVER SPRING, Md.

Choice Hotels International, Inc. today announced that it has named Sandy Michel as senior vice president, general counsel and secretary. Ms. Michel has over 25 years experience in leadership positions in large law firms and corporate legal departments, having led the legal function for three NYSE-listed companies in the hospitality and franchising arenas.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20080331/NEM130>)

"Sandy Michel is a great fit for Choice. Not only has she led the legal function for large franchising organizations, she also has direct experience in the lodging industry," said Charles A. Ledsinger, Jr., vice chairman and CEO. "Her strategic agility and insight, as well as her strong lodging and franchising experience will be an invaluable asset as we continue to grow our presence in the United States and worldwide."

Ms. Michel most recently served as Executive Vice President and General Counsel of Krispy Kreme Doughnuts, Inc., which both owns and franchises retail stores around the globe. At Krispy Kreme, she implemented a new domestic franchising program and played an integral role in strengthening the company's financial and legal positions. From 2001 through 2006, Ms. Michel served as Senior Vice President, General Counsel and Secretary of La Quinta Corporation and La Quinta Properties, where she managed the legal department, directed franchise compliance operations, negotiated strategic acquisitions, and handled complex litigation matters. Her experience also includes leadership positions at Sunterra Corporation and W.R. Grace & Co., as well as over a decade in private practice with nationally recognized law firms.

Ms. Michel holds a BBA from the University of Miami, where she graduated magna cum laude, and a JD from the University of Miami School of Law.

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 www.choicehotels.com.

Forward-Looking Statements

Certain matters discussed in this press release may constitute forward-looking statements within the meaning of the federal securities law. Such statements are based on management's beliefs, assumptions and expectations, which in turn are based on information currently available to management. Actual performance and results could differ from those expressed in or contemplated by the forward-looking statements due to a number of risks, uncertainties and other factors, many of which are beyond Choice's ability to predict or control. The company's Form 10-K for the year ended December 31, 2005 details some of the important risk factors that you should review.

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, Inc.

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