

## **Go Mobile With Choice Hotels**

PRNewswire-FirstCall  
SILVER SPRING, Md.

Worldwide lodging franchisor Choice Hotels International today announced the launch of a mobile Web-enabled Choice Hotels Website. Travelers can now access Choicehotels.com on any Web-enabled mobile devices such as cell phones and PDAs.

The mobile version of Choicehotels.com works on every mobile carrier network and allows users to search for hotels and make reservations, view and change reservations, access online profiles, log on to Choice Privileges and contact customer support.

"Our guests are on the road traveling and we wanted to make it easy and accessible for them to book hotels and manage reservations while they are on the go," said Paula Valentine, senior director of e-commerce for Choice Hotels.

No special mobile address is needed. Just type Choicehotels.com into the Web browser of any mobile device and it will automatically direct streamlined mobile content.

### 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.

First Call Analyst:  
FCMN Contact: david\_peikin@choicehotels.com

SOURCE: Choice Hotels International

CONTACT: Heather Soule of Choice Hotels International, +1-301-628-4361,  
heather\_soule@choicehotels.com

Web site: <http://www.choicehotels.com/>

