Choice Privileges Rewards Program Expands Into Europe

Choice Hotels Welcomes Over 270 European Properties into Rewards Program

Choice Hotels International announced today that the company's award-winning rewards program Choice Privileges, will now expand to include over 270 Choice brand properties in Europe, effective May 5.

Choice Privileges members can now earn ten points per U.S. dollar spent on qualifying stays at hotels throughout ten European countries and their territories including Belgium; the Czech Republic; France; Germany; Ireland; Italy; Portugal; Spain; Switzerland; and the United Kingdom.

"It's great to be able to offer our members the opportunity to now earn points at European properties," said Greg Brown, vice president, Choice Privileges. "We're always looking for new and exciting ways to add value to our rewards program and I believe our expansion into the European market is a big step."

In addition to U.S. members now earning points in Europe, all European residents* (excluding Scandinavia) can now join the Choice Privileges rewards program and start earning points at hotels as well as enjoy express check-in, extended check-out, and the opportunity to redeem points for free nights at over 5,500 properties throughout Europe*, the U.S., Canada, Mexico, and the Caribbean.

"The integration of Choice Privileges firmly positions Choice Hotels International in the European market while meeting the needs and expectations of our customers," said Mark Pearce, vice president, international operations. "Our franchise owners and guests are excited about the upcoming rollout of the loyalty program, as it will allow European* members the opportunity to truly benefit from Choice Hotels expansive network of properties."

Choice Privileges members can earn ten points per U.S. dollar spent on qualifying stays at participating Comfort Inn(R), Comfort Suites(R), Quality(R), Sleep Inn(R), Clarion(R) and Cambria Suites(R) hotels or five points per U.S. dollar at MainStay Suites(R), Suburban Extended Stay Hotel(R), Econo Lodge(R) and Rodeway Inn(R) hotels throughout the U.S. (including Hawaii), Canada, Europe*, Mexico and the Caribbean.

Becoming a Choice Privileges member is free and members can redeem points for free nights worldwide, free nights at luxury partner hotels, airline rewards, gift cards and more. Visit choiceprivileges.com for complete details.

About Choice Hotels

Choice Hotels International franchises more than 5,600 hotels, representing more than 455,000 rooms, in the United States and 38 countries and territories. As of March 31, 2008, 986 hotels are under development in the United States, representing 79,276 rooms, and an additional 96 hotels, representing 8,321 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 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.

*Excluding: Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden.

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