

Membership Has Its Privileges - a Free Gas Card From Choice Hotels This Summer

Choice Privileges Members Receive \$50 Gas Card after Three Separate Stays

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Feeling the crunch of ever-rising gas prices? Choice Hotels International, Inc. is helping to keep guests on the road this summer, offering travelers the opportunity to earn enough Choice Privileges points for a \$50 gas gift card.

"With gas prices getting higher and higher every day we thought this would be a great way to say thank you to our valued travelers," said Bill Carlson, senior vice president, marketing, Choice Hotels. "Our guests are our first priority and we try to do whatever we can to enhance their travel value."

Members of the Choice Privileges rewards program who book their stay at choicehotels.com or 800.4CHOICE this summer and stay three separate times, with arrival between June 1 and August 14, will be eligible to receive a \$50 gas card. After each third qualifying stay at any Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, or Cambria Suites brand hotel in the U.S., Canada, Mexico and the Caribbean, Choice Privileges members will receive enough bonus points on top of the points from their three stays to reach 16,000 points, which can be redeemed any time for a \$50 gas card or other great rewards. Consumers can earn the points for a \$50 gas card an unlimited number of times during the promotion without having to register*.

"We received a tremendous response to this promotion last year, and with the record high gas prices, it was clear that the time is right for its return," added Greg Brown, vice president, Choice Privileges.

Membership in the Choice Privileges rewards program is free. The program offers points towards free nights, Airline Rewards or hundreds of gift cards 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 (including Hawaii), Canada, Europe**, Mexico and the Caribbean.

For more information about the Choice Privileges rewards program, as well as other promotional offers by Choice Hotels, visit choicehotels.com.

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/>.

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*Reservations must be made at choicehotels.com or 800.4CHOICE at qualifying rates and Choice Privileges member number must be provided upon check-in to be eligible for this promotion. After third qualifying stay between June 1 and August 14, 2008, enough points will be added to points earned from every three qualifying stays to reach the 16,000 point level, which can be redeemed for a gift card to gas stations nationwide. A stay is defined as any number of consecutive nights at one hotel regardless of check-ins or check-outs at any Comfort Inn(R), Comfort Suites(R), Quality(R), Sleep Inn(R), Clarion(R) or Cambria Suites(R) property in the U.S., Canada, Mexico or Caribbean. You must maintain a U.S. address (including U.S. territories) to be eligible for this promotion. For program details, qualifying rates and point redemption rules, visit choiceprivileges.com.

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

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