Choice Hotels Lets Guests Elect to Earn Triple Points* at Economy and Extended Stay Hotels

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Consumers will like the outcome of at least one election this fall. Choice Hotels International, Incis helping its guests make their vote count with the "Elect to Earn Triple Points" promotion for its MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn brand hotels -- a total of over 1,200 properties.

Starting September 1, Choice Privileges members who book their stays online at choicehotels.com or by calling 800.4CHOICE will receive triple Choice Privileges points, starting with their second qualifying stay. Members who book their stays using another method will earn double Choice Privileges points, starting with their second stay. The promotion is valid for qualifying stays at MainStay Suites, Suburban Extended Stay, Econo Lodge and Rodeway Inn brand hotels with arrival from September 1 until November 30, 2008.

"With the election season on everyone's mind, we thought we'd give our members a chance to elect to earn triple points," said Greg Brown, vice president of Choice Privileges for Choice Hotels. "This is a wonderful way for us to give back to our guests and provide them with a great added value."

"With over seven million members, the Choice Privileges program continues to grow, and we are continually looking for ways to offer members special opportunities like this," said Bill Carlson, senior vice president of marketing for Choice.

Choice Privileges is the Choice Hotels rewards program where membership is free and members earn points towards free nights, Airline Rewards, gift certificates and more 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 throughout the U.S. (including Hawaii), Canada, Europe (excluding Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden), Mexico and the Caribbean.

For more information on the Choice Privileges rewards program, visit choiceprivileges.com .

About Choice Hotels

Choice Hotels International franchises more than 5,700 hotels, representing more than 460,000 rooms, in the United States and 40 countries and territories. As of June 30, 2008, 992 hotels are under development in the United States, representing 80,292 rooms, and an additional 104 hotels, representing 8,824 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 www.choicehotels.com .

* Valid Choice Privileges(R) number must be provided upon check-in for stay to be eligible. Book at choicehotels.com or 800.4CHOICE, at qualifying rates, to earn triple Choice Privileges points beginning with members' second qualifying stay with arrival between 9/1/08 and 11/30/08 at MainStay Suites, Suburban Extended Stay, Econo Lodge and Rodeway Inn hotels in the U.S. and Canada. Qualifying stays

booked outside of choicehotels.com and 800.4CHOICE will earn double points beginning with members' second qualifying stay. A stay is defined as any number of consecutive nights at one hotel regardless of check-ins or check-outs. Must maintain a U.S. (including U.S. territories) address to be eligible for this promotion.

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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