

U.S. Armed Services Members Receive Elite Treatment with Choice Privileges

Choice Hotels Announces Armed Services Program Including Elite Gold Status Special Benefits

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Go for Gold! Choice Hotels International, Inc. is proud to announce a new permanent Armed Services program as part of its Choice Privileges rewards program. Effective immediately, active duty or reserve military members, retired military, National Guard, U.S. Coast Guard, as well as eligible spouses and dependents can join the Choice Privileges rewards program at the Elite Gold level, a level that normally requires 10 hotel nights per year.*

"This program is our way of giving back to a distinguished group of men and women that has given so much to its country," said Greg Brown, vice president of Choice Privileges for Choice Hotels. "We're very proud to be able to offer the new Armed Services program with the Elite Gold membership and all the special benefits that go along with it."

As part of the new Armed Services Choice Privileges program, members receive a 10 percent point bonus on qualifying stays at over 5,000 locations across all ten Choice Hotels brands, exclusive Elite customer service and reservations phone numbers, and exclusive Elite member offers.

"Choice Hotels International is delighted to go this extra mile to honor all of the current and past service people who have done so much for each of us," said Mary Sarkis, regional vice president of marketing programs for Choice Hotels.

Along with the special Elite Gold benefits of the Armed Services program, Choice Privileges members also receive free high-speed Internet access (excluding Rodeway Inn hotels), extended check-out, complimentary newspaper (excluding Suburban Extended Stay hotels), and express reservations and check-in as part of their standard membership.

Choice Privileges is Choice Hotels free rewards program where members earn points towards free nights (no blackouts), Airline Rewards, gift cards/certificates to over 350 merchants 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**, Mexico and the Caribbean.

For more information, visit choiceprivileges.com/armedservices.

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.

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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*You must be an active duty or reserve military member, retired military, National Guard, U.S. Coast Guard or eligible spouse/dependant with appropriate military identification over the age of 18, to qualify for the Choice Privileges Armed Services program. Choice Hotels reserves the right to disqualify anyone from the Choice Privileges Armed Services program, who does not fulfill the membership requirements at any time. Government discount rates subject to availability at participating hotels. Advance reservations required. Hotel front desk may require proof of eligibility at the time of check-in.

**Choice Privileges program is not available in Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden.

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