Enjoy the Savings and Earn Free Nights This Spring with Choice Hotels(R)

Guests Can Redeem Choice Privileges(R) Points for a Free Night at up to 1,500 Properties

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While many businesses and consumers across the country are scaling back, many are finding that Choice Hotels provides more value than ever, with great savings and amenities, allowing travelers to spend more time enjoying their trips with the money they didn't spend back at their hotel. And now, guests can also earn a free night at up to 1,500** Choice Hotels properties after just two separate stays this spring.

"With the relaxing rooms, free breakfast and free high speed internet offered at many of our hotels, our guests are enjoying great travel savings," said Chris Malone, chief marketing officer for Choice Hotels. "Now, by offering a quicker way to earn free nights as well, travelers can enjoy even more of the money they save by staying with Choice Hotels."

After every second qualifying stay, booked at choicehotels.com or 800.4CHOICE, at any Choice hotel this spring in the U.S., Canada, Mexico and the Caribbean, guests will automatically receive enough bonus Choice Privileges points to redeem for a free night at up to 1500 hotels. To ensure the widest range of travelers can participate in this promotion, Choice Hotels is pleased to extend this offer at all ten of its brands, as well as its new Ascend Collection hotel membership program for the first time.

"This has historically been one of our most popular and successful promotions with Choice Privileges members," said Greg Brown, vice president of Choice Privileges. "But it's also the ideal time for new guests to enroll in Choice Privileges since it's free, available at all of our hotels in the North America and the Caribbean and they can earn a free night at up to 1500 hotels with just two stays."

Guests who book through choicehotels.com or 800.4CHOICE and stay between February 5 and April 30, 2009 will be eligible for this special promotion. Diamond- or Platinum-level Choice Privileges rewards members can book their stays through any channel. Guests who stay two separate times at Choice Hotels Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites or Ascend Collection properties will receive enough Choice Privileges points to redeem at the 8,000 point free night level. If both of a guest's stays are at Choice Hotels MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge or Rodeway Inn hotels, they receive enough Choice Privileges points to reach the 6,000 point free night level.

As a member of the free Choice Privileges reward program, guests can earn points towards free nights, airline miles, retail gift certificates and more while staying at any Choice brand hotel throughout the U.S. (including Hawaii), Canada, Europe*, Mexico and the Caribbean.

About Choice Hotels

Choice Hotels International franchises more than 5,700 hotels, representing more than 465,000 rooms, in the United States and more than 35 countries and territories. As of September 30, 2008, 955 hotels are under construction, awaiting conversion or approved for development in the United States, representing 76,269 rooms, and an additional 119 hotels, representing 9,647 rooms, are under construction, awaiting conversion or approved for 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. In addition, via its Ascend Collection membership program, travelers in the United States, Canada and the Caribbean have upscale lodging options at historic, boutique and unique hotels.

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

** The free night is based on an 8,000 point Choice Privileges reward night level. Bonus points will be added to points earned from every two qualifying stays at eligible rates with arrival between Feb. 5 and April 30, 2009, to reach the 8,000 point reward level; however if both stays are at Choice's 5 points per dollar earning brands (MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge, Rodeway Inn), only enough bonus points will be added to reach the 6,000 point reward night level. Members may use bonus points for a free night at our hotels, recognizing the 6,000 or 8,000 point award level, as applicable, or may be applied toward a higher award level. Although members can redeem 6,000 points for a free stay at many of our hotels, the majority of our hotels require a higher award level. Qualifying stays at Ascend Collection hotels are also eligible for this offer. Choice Privileges number must be provided upon check-in for the stay to be eligible. A stay is defined as any number of consecutive nights at one hotel regardless of check-ins or check-outs. Allow 72 hours from check-out for points to post to your account. You must maintain an address in the U.S. (including U.S. territories), Canada or Mexico to be eligible for this promotion. For program details, eligible rates and point redemption rules, visit choiceprivileges.com.

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