Choice Hotels Launches Award-Winning Rewards Program in Australasia

Choice Privileges Rewards Program Now Available at More Than 280 Australasian Properties

PRNewswire-FirstCall
SILVER SPRING, Md.

Bon voyage! The Choice Privileges rewards program from Choice Hotels International, Inc.is going overseas for the second time in a year. The award-winning program launched Friday, March 27th among more than 280 of the company's Australasian franchised properties; the program rolled out to more than 270 hotels in select European countries* in 2008.

"As our Choice Privileges program continues to grow globally, we are happy to introduce our award-wining rewards program to Australasia," said Greg Brown, vice president of Choice Privileges for Choice Hotels. "Having Australasia as part of our global rewards program is yet another significant milestone in our quest to be more rewarding for our members."

Choice Privileges members are now eligible to earn points at hotels throughout Australia, New Zealand, Singapore and Papua New Guinea. Additionally, residents from these four countries, plus Fiji, are now able to join and participate in the Choice Privileges, receiving all the same great benefits as other members worldwide.

"I believe our expansion into the Australasia market is a big step towards firmly positioning Choice Hotels among travelers in this region and worldwide," said Mark Pearce, vice president of International for Choice Hotels. "In addition to enjoying increased hotel benefits, Elite recognition, and no blackout dates, our guests in the region will benefit from an expanded earning and redemption potential at more than 5,000 hotels worldwide."

Members can now earn 10 Choice Privileges points per U.S. dollar spent for their eligible stays at Comfort, Quality and Clarion brand hotels in the region and five points per U.S. dollar at all future Australasian Econo Lodge brand hotels. Elite members will also receive their respective Elite point bonus for stays in the region and Choice Privileges Visa card holders will receive an additional five points per U.S. dollar spent, when they use their card to pay for Choice Privileges stays.

Membership in the Choice Privileges rewards program is free and offers points good towards free nights, airline miles, 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, and Ascend Collection member hotels, throughout the U.S. (including Hawaii), Canada, Europe*, Mexico, the Caribbean and Australasia.

Guests who prefer to receive Airline Rewards for their stays will also have more options, with the addition of Air New Zealand Airpoints and Velocity Rewards to the Choice Privileges Airline Rewards program as part of this expansion.

About Choice Hotels

Choice Hotels International franchises more than 5,800 hotels, representing more than 470,000 rooms, in the United States and more than 30 countries and territories. As of December 31, 2008, 987 hotels are under construction, awaiting conversion or approved for development in the United States, representing 78,915 rooms, and an additional 121 hotels, representing 10,190 rooms, are under construction, awaiting conversion or approved for development in more than 15 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, Choice Privileges, Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge, Rodeway Inn and Ascend Collection are proprietary trademarks and service marks of Choice Hotels International.

2009 Choice Hotels International, Inc. All rights reserved.

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

First Call Analyst:
FCMN Contact: david_peikin@choicehotels.com

SOURCE: Choice Hotels International, Inc.

CONTACT: Rocco Loverro of Choice Hotels, +1-301-592-6719,
rocco_loverro@choicehotels.com

Web Site: http://www.choicehotels.com/

---

https://media.choicehotels.com/2009-03-30-Choice-Hotels-Launches-Award-Winning-Rewards-Program-in-Australasia