

It Pays to Stay at Choice Hotels

Guests Can Earn a \$50 Prepaid Cash Card with Just Three Separate Stays

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Travel just got more fun and affordable for guests who stay with Choice Hotels this summer. Choice Hotels International, Inc. is offering guests the opportunity to earn a free \$50 prepaid cash card after just three separate stays between May 21 and August 13, 2009.*

"This offer is yet another way for our guests to enjoy great value when they stay at our hotels," said Chris Malone, chief marketing officer for Choice Hotels. "When combined with our relaxing rooms, free breakfast and free high speed internet access at most hotels, an extra \$50 in spending money can buy a lot of other things that make summer travel even more enjoyable."

This summer, after every third qualifying stay at any Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, or Ascend Collection hotel, guests will automatically receive enough Choice Privileges points to redeem for a prepaid \$50 cash card. Guests who book through choicehotels.com or 800.4CHOICE are eligible for this special promotion.

"This new promotion is a great way for our guests to cash in on summer travel" said Greg Brown, vice president of Choice Privileges. "Unlike some hotel promotions, guests can earn this reward as many times as they like."

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, the Caribbean and Australasia.

About Choice Hotels

Choice Hotels International franchises more than 5,800 hotels, representing more than 475,000 rooms, in the United States and more than 30 countries and territories. As of March 31, 2009, 896 hotels are under construction, awaiting conversion or approved for development in the United States, representing 70,381 rooms, and an additional 111 hotels, representing 9,114 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 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, Rodeway Inn and Ascend Collection are proprietary trademarks and service marks of Choice Hotels International.

*Reservations must be made at choicehotels.com or 800.4CHOICE at qualifying rates and

Choice Privileges member number must be provided upon check-in. After every third qualifying stay between 5/21/09 and 8/13/09, enough points will be added to points earned to reach the 14,000 point level, which can be redeemed for a prepaid \$50 cash card. Only members earning this bonus qualify to redeem for the cash card and redemption must be completed by Oct. 31, 2009. 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), Cambria Suites(R) or Ascend Collection(R) property included in the Choice Privileges program. 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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