

Choice Hotels International Announces Continuation of Successful Daily Dividends Travel Agent Rewards Program
As a Special Sponsor of THETRADESHOW, Choice Selects Cindy Kranyak as the 2009 Inaugural Agent Excellence Award Winner

PRNewswire-FirstCall
SILVER SPRING, Md.

Choice Hotels International, Inc. is pleased to announce the continuation of its highly-successful relationship with the Daily Dividends travel agent rewards program. Introduced in December 2008, this unique program allows travel agents to earn personal points for qualified Choice Hotels bookings as a member of Daily Dividends -- Dollar Thrifty Automotive Group's free travel agent reward program. After Choice rolled out this offer to agents, Dollar and Thrifty saw a 54 percent increase in enrollments, when compared to the same time last year, with over 17,000 agents currently enrolled!

"Our travel partners and the travel agents that we work with on a daily basis here at Choice play a key role in the company's success. Our participation in this rewards program is a great way for us to show them how much we appreciate what they do for us every day," said Christine Chippindale, senior director of corporate travel industry for Choice Hotels. "The success of the program to date has more than exceeded expectations and we look forward to an ever more successful year in 2010."

And to commemorate the unprecedented success of the Daily Dividends program, Choice Hotels would like to take the time to recognize Ms. Cindy Kranyak with the inaugural 2009 Agent Excellence Award. Ms. Kranyak, of ARTA and CROSSMARK Travel Center in Plano, Texas, was recognized during a special award presentation by Choice Hotels today at the 4th Annual THETRADESHOW Travel Retailing and Destination Expo in Las Vegas, Nev. as the one travel agent to not only book the most stays with Choice brand hotels but also earn the most Daily Dividends points by including her personal identification number, or "PID", when making those bookings.

"I'm honored to receive this first-ever award from Choice Hotels," said Kranyak, who received the inaugural award. "This program rewards me just for looking out for my clients. And Choice makes that easy with the value and variety of their various brands. I'm glad to be able to take advantage of such a great offer, especially in these challenging times."

As part of this special rewards program, agents and travel partners can earn one point for each booking of three or four nights, two points for bookings of five or six nights, and five points for bookings of seven nights or more. Once a total of 25 points is earned, agents can receive a personalized \$25 reloadable American Express -branded reward card. The more Choice Hotels bookings, the more rewards an agent can earn. And with 10 different hotel brands and one hotel membership collection totaling more than 5,900 hotels worldwide, Choice Hotels--the exclusive hotel program partner for the Daily Dividends program--makes it easy for agents to rack up points.

For more information on the Choice Hotels Daily Dividends travel agent incentive program partnership, visit choicehotels.com/travelagent.

About Choice Hotels

Choice Hotels International, Inc. franchises more than 5,900 hotels, representing more than 479,000 rooms, in the United States and more than 30 other countries and territories. As of June 30, 2009, more than 800 hotels are under construction, awaiting conversion or

approved for development in the United States, representing more than 64,000 rooms, and an additional 110 hotels, representing approximately 8,700 rooms, are under construction, awaiting conversion or approved for development in more than 15 other 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 International, Inc. 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.

2009 Choice Hotels International, Inc. All rights reserved.

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

SOURCE: Choice Hotels International, Inc.

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

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

<https://media.choicehotels.com/2009-09-14-Choice-Hotels-International-Announces-Continuation-of-Successful-Daily-Dividends-Travel-Agent-Rewards-Program>