

## **Don't Hit Snooze! You Could Wake Up \$25,000 Richer!**

PRNewswire-FirstCall  
SILVER SPRING, Md.

Quality Hotels is offering 25,000 fantastic reasons to get out of bed in the morning! The Quality brand has teamed up with The Weather Channel to present the Quality Hotels "Wake Up To Everything You Expect Sweepstakes," giving guests the chance to win \$25,000 as well as other great prizes.\*

Travelers everywhere will hear the details with their morning coffee, as the "Wake Up to Everything You Expect Sweepstakes" is being promoted on The Weather Channel during its new morning show, "Wake Up with Al," featuring America's favorite weatherman, Al Roker.

"Quality Hotels provide guests with everything they expect from their hotel stay--friendly service, a bright and comfortable room, free high speed internet access and a great breakfast at most locations." said Chris Malone, Chief Marketing Officer for Choice Hotels. "The Weather Channel and Al Roker are experts at telling travelers what to expect from the weather during their trip. Together, we're making an offer that will meet - and exceed - everyone's expectations."

From September 14 to October 11, 2009, consumers visiting [weather.com/everythingyouexpect](http://weather.com/everythingyouexpect) will have the chance to enter the Quality Hotels "Wake Up To Everything You Expect Sweepstakes" for a chance to win \$25,000 and other great prizes, including a \$500 Choice Hotels gift card and passes to a live broadcast of "Wake Up With Al."

Quality Hotels offer guests everything they expect at an exceptional value while on the road. Visit [weather.com/everythingyouexpect](http://weather.com/everythingyouexpect) for more information on the Quality Hotels "Wake Up To Everything You Expect Sweepstakes."

### 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](http://www.choicehotels.com).

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\*NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. PURCHASE WILL NOT IMPROVE CHANCE OF WINNING. Begins on/about 12:00:01 AM (ET) 9/14/09; ends 11:59:59 PM (ET) 10/11/09. Open to legal U.S. residents (except residents of Puerto Rico, Guam, U.S. Virgin Islands, U.S. Territories and where prohibited), 18 or older. Void in Puerto Rico, Guam, U.S. Virgin Islands, U.S. Territories and where prohibited. Subject to official rules, available at [http://www.weather.com/partnerships/choice\\_hotels/sweeps\\_2009\\_rules.html](http://www.weather.com/partnerships/choice_hotels/sweeps_2009_rules.html)[http://www.weather.com/partnerships/choice\\_hotels/sweeps\\_2009\\_rules.html](http://www.weather.com/partnerships/choice_hotels/sweeps_2009_rules.html). Enter online at [www.weather.com/everythingyouexpect](http://www.weather.com/everythingyouexpect) by completing the entry form and clicking the ENTER button between 9/14/09 and 10/11/09. Choice Privileges Member ID not required for entry. Odds of winning depend on number of eligible entries received. Sponsored by The Weather Channel., 300 Interstate North Parkway, Atlanta, GA 30339 and Choice Hotels International Services Corp., 10750 Columbia Pike, Silver Spring MD 20901.

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