# Choice Hotels Travelers Now Able to Redeem Choice Privileges Points for Music Downloads

**Worldwide Lodging Franchisor Offers Hip Digital Media, Inc. Online Music Store to its Rewards Program Members**

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Free hotel nights. Free airline miles. Free retail gift cards. And now, free music downloads too! The latest redemption option from Choice Privileges, the rewards program from Choice Hotels International, Inc. , gives its members the ability to redeem points earned from qualifying hotel stays for free music downloads.

Thanks to a recent agreement with Hip Digital Media, Inc., members of the Choice Privileges rewards program from Choice Hotels will now be able to redeem 16,000 Choice Privileges points for a music download package of 50 songs at choiceprivilegesmusicstore.com. The new online Choice Privileges Music Store features millions of downloadable tracks from numerous top recording artists.

"With our new Choice Privileges Music Store, we're able to offer yet another valuable addition for our members to our program's many redemption options," said Gregory Brown, vice president of Choice Privileges for Choice Hotels. "This is a wonderful way for us to give back to our customers and provide them with a great added value."

Utilizing the innovative and state-of-the-art new digital music engine technology from Hip Digital, the Choice Privileges Music Store works to give online users live, real time access to redeem their Choice Privileges points for music downloads, thanks to Hip Digital's pin acquisition services.

"The recent launch of our Digital Music Engine allows us to integrate our user-friendly downloadable music services into any website, such as the new online Choice Privileges music store," said Baris Karadogan, chief executive officer for Hip Digital Media, Inc. "This is a great example of our collective on-going commitment to developing experiential programs that are engaging to consumers."

Membership in the Choice Privileges rewards program is free and offers guests the chance to earn points towards free nights, airline miles, retail gift cards and more while staying at any Choice Hotels brand property throughout the U.S. (including Hawaii), Canada, Europe, Mexico, Australasia and the Caribbean.* For more information, visit www.choiceprivileges.com.

About Hip Digital

Hip Digital Media is a leading global Digital Music Company. Hip Digital Media brings together music, brands and consumers through custom built technology, including the Hip Digital Music Engine (DME) and (PACE(TM)), its Content Management System. Hip Digital technology allows our customers to leverage the power of music to achieve their marketing and sales goals. Our customers are Fortune 500 brands, rewards programs, retailers and online media companies. For more information please visit: www.hipdigitalmedia.com.

About Choice Hotels

Choice Hotels International, Inc. franchises more than 6,000 hotels, representing more than 485,000 rooms in the United States and more than 35 other countries and territories. As of September 30, 2009, more than 700 hotels are under construction, awaiting conversion or approved for development in the

United States, representing more than 59,000 rooms, and more than 100 hotels, representing approximately 9,400 rooms, are under construction, awaiting conversion or approved for development in more than 20 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.

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*Excluding: Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden. Including Australia, New Zealand, Singapore, Papua New Guinea and Fiji.

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