

## **Success!! Choice Hotels Reaches an Important Milestone With Addition of 1.75 Million New Choice Privileges Members in 2009**

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Choice Hotels International today announced that it had added more than 1.75 million new members to the Choice Privileges rewards program this year, a top organizational priority. This brings the loyalty program's global membership to over 9.3 million members.

Choice Hotels focused significant resources on expanding the membership base in this difficult economic environment through valuable promotions and an array of new enhancements to the already robust Choice Privileges rewards program. The efforts have proven to be successful, with a 75 percent increase in enrollment over 2008 - the largest increase in Choice Privileges history.

Outside of Choice Hotels' efforts, the company's franchised hotels staff were responsible for 30 percent of the new member enrollments. Also, Choice Hotels associates contributed to the efforts by referring friends and family that travel to enroll.

"Our company has seen the growing power of rewards programs in attracting loyal guests to our value-oriented brands," said Steve Joyce, president and chief executive officer, Choice Hotels International. "That's why this was a top initiative for 2009. We will continue to focus extensive energies toward making Choice Privileges the most valuable rewards program in the industry."

In 2009, the industry - as well as Choice Hotels - saw a significant increase in frequent travelers' efforts to stay at properties within their favorite hotel rewards program. Travel trends show that hotel loyalty program members are increasingly focusing their stays on an individual program that maximizes their value.

"This is a remarkable and important achievement that simply could not have been possible without the extraordinary efforts of our hotels and Choice employees," said Greg Brown, vice president, Choice Privileges and marketing programs. "This accomplishment shows how much we at Choice believe in the value of Choice Privileges and how rewarding both business and leisure travelers find this program."

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