

Aloha! Choice Hotels Rewards Members with a Chance to Win a Trip to Hawaii While Earning Triple Points This Winter

Choice Privileges® Members Can Choose to Earn Triple Choice Privileges Points or Triple Airline Rewards

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Choice Hotels is giving its Choice Privileges members the chance to say "Aloha" this winter with a Hawaiian vacation giveaway! This promotion will allow Choice Privileges members to register to earn triple Choice Privileges rewards points or triple Airline Rewards, starting with their second qualifying stay.* Choice Hotels guests who register for the promotion will also be entered for a chance to win a seven-day, six-night dream vacation to Hawaii.**

"Not only will our guests receive three times the points or miles for their travel this winter," said Greg Brown, vice president of loyalty and relationship marketing, "but one lucky winner will be off to Hawaii for a great vacation. Our guests tell us they desire Hawaii as much as any destination in the world, so we're proud to offer 16 hotels for both earning and redeeming Choice Privileges points."

To take advantage of this special offer, travelers must register at choicehotels.com. The bonus will be awarded starting on the guest's second stay with arrival between December 10, 2009 to February 18, 2010, when booking at choicehotels.com or 800-4CHOICE at eligible rates. Registration for the promotion also makes the guest eligible for the Hawaiian vacation sweepstakes.

Participating Choice brand hotels include Comfort Inn®, Comfort Suites®, Quality®, Sleep Inn®, Clarion®, Cambria Suites®, MainStay Suites®, Suburban Extended Stay®, Econo Lodge®, Rodeway Inn® and Ascend Collection®.

"With this offer, we're again helping our customers get closer to a free night even faster," added Brown. "Our redemption levels are not jumping up with the arrival of 2010, so Choice Privileges members can plan to enjoy the same great value they have this year."

Membership in the Choice Privileges rewards program is free and offers guests the opportunity 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 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.

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.

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*Register in advance of stay to be eligible for this promotion. Earn triple Choice Privileges® points or triple Airline Rewards on qualifying stays, beginning with your second stay when booking at choicehotels.com or 800-4CHOICE with arrival between Dec. 10, 2009 and Feb. 18, 2010 at any hotel included in the Choice Privileges® program. Participating Airline Rewards partners include Aeroplan®, Alaska Airlines Mileage Plan, American Airlines AAdvantage®, Continental Airlines OnePass®, Czech Airlines OK Plus, Delta SkyMiles®, MexicanaGO, Southwest Airlines Rapid Rewards®, FREE SPIRIT(TM), United Mileage Plus® and US Airways® Dividend Miles®. Valid Choice Privileges® or Airline Rewards number must be provided upon check-in for the stay to be eligible. Allow 72 hours from check-out for Choice Privileges® points to post to your account, or 4-6 weeks for Airline Rewards to post. A stay is defined as any number of consecutive nights at one hotel, regardless of check-ins or check-outs. You must maintain a U.S. (including U.S. territories) address to earn Choice Privileges® points with this promotion. For program details, eligible rates and point redemption rules, visit choiceprivileges.com.

**By registering for the Earn Triple Points Promotion, you are automatically entered into the "Hawaiian Vacation Sweepstakes." NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) WHO ARE THE AGE OF MAJORITY IN THE STATE THEY RESIDE. VOID WHERE PROHIBITED. Sweepstakes begins 12/3/09 and ends 2/18/10. ARV: \$3,800. For Official Rules, prize descriptions and odds disclosure, visit <http://www.choicehotels.com/>. Sponsor: Choice Hotels International Services Corp., 10750 Columbia Pike, Silver Spring, MD 20901.

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

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