

Choice Hotels and its Board of Directors Announce Prestigious 2009 Supplier Diversity Award Winner

Local Hotel Franchisor Presents Consumer Information Research Group with Celebrated Diversity Recognition

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Choice Hotels International, Inc. , one of the world's largest hotel franchisors, is pleased to announce its 2009 Supplier Diversity Award winner -- the company's Consumer Information Research organization. This prestigious annual corporate award, currently in its fourth year, recognizes a department within the Choice Hotels organization for their outstanding efforts in supporting the company's leading supplier diversity program and initiatives. The award was presented to David Ginsburg, senior director and head of the Consumer Information Research group by the company's Board of Directors at their annual board meeting earlier last week.

"Working with a diverse base of suppliers provides a number of mutual benefits to Choice and to the many minority-owned business owners with whom we work," said Stephen P. Joyce, president and chief executive officer, Choice Hotels International. "At Choice, we value the opportunity to draw from a broad selection of suppliers who provide excellent customer service, value, and innovative solutions while also providing minority business owners the opportunity to reach more customers and expand their businesses."

The Consumer Information Research group was selected among several nominations as this year's award recipient by the Choice Hotels Supplier Diversity Committee after going above and beyond the required criteria. Among the guiding principles used to determine the Supplier Diversity Award is the inclusion of minority- and women-owned businesses in the department's procurement decisions as well as a clear focus on advocating for the use of diverse vendors by recommending minority- and women-owned vendors to others, and assisting in the growth and maturity of a Choice Hotels diverse vendor, such as providing feedback to vendors that will assist them in securing future business.

Previous winners of the Choice Hotels Supplier Diversity Award include Franchise Billing (2008); Facility Services (2007); and IS System Administration (2006). As one of the company's eight overall value categories, diversity is consistently ranked as one of the company's core areas of focus in its day-to-day operations. As a company, Choice Hotels contributes significant effort toward creating, cultivating and nurturing a diverse culture. For more information on Choice Hotels, visit choicehotels.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, Canada 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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