

## **New Year, New Design and New Innovations - Choice Hotels International Unveils New Website**

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Leading worldwide lodging franchisor Choice Hotels International, Inc. today introduced consumers to its completely re-designed, innovative ChoiceHotels.com website, with easier search features and improved design to satisfy the hotel search needs of every traveler.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20100203/PH49160> )

The new ChoiceHotels.com website comes as a result of direct feedback and input from hotel guests as well as extensive consumer research. The company has made the improvements that consumers asked for, making it easier for people to find and book the right hotel for their travels. Some of the enhanced and interactive features of the new site include:

- Ability to search by attraction, city, Zip Code, address, and more using a single entry.
- Find the best deals with hotel comparisons, highlighted deals and amenity icons.
- Easily compare rates and packages according to needs and interests.
- Personalization feature to save favorites for trip planning and faster future booking.
- Streamlined online profile and account sign-in.
- Improved Choice Privileges pages for easier account management.

"Our new site features streamlined booking and hotel selection options that will improve our guests' online experience with a goal of increasing conversion rates and delivering more reservations for our hotel franchise owners," said Mary Beth Knight, senior vice president of eCommerce and Global Distribution. "With the launch of our new ChoiceHotels.com website, we're continuing to leverage and optimize the strength of our direct online distribution channels."

Other recent innovations in the eCommerce realm from Choice Hotels include the recent launch of the hotel industry's first-ever global application for the iPhone in 2009. The company continues to expand the range of support it provides for mobile applications, including smartphones and mobile devices.

Razorfish, one of the world's largest digital agencies, worked with Choice Hotels to craft the strategy behind the site's new design, created the visual design elements and executed the front-end development.

Guests and travel agents alike can now discover the world of Choice Hotels and book easily with the new 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](http://www.choicehotels.com).

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