

## **Choice Hotels International Promotes Mark Pearce to Senior Vice President, International Division**

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SILVER SPRING, Md.

Choice Hotels International, Inc. today announced the promotion of Mark Pearce to senior vice president, international division. Mr. Pearce will continue to report to Bruce Haase, executive vice president, global brands, operations and marketing.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20100217/PH56495> )

In this role, Pearce is responsible for the overall strategic direction of the company's international division and the expansion of the company's non-U.S. operations. His primary focus will be to accelerate the company's growth internationally with the objective of making Choice Hotels a truly global organization.

"Throughout his tenure at Choice, Mark has played an integral and significant role in helping to overhaul the company's global business operations and establish its strong footprint in a variety of international markets, which today includes more than 35 countries and territories," said Haase. "As a result of Mark's efforts, our international system is stronger than ever with a wide range of high-quality, high-value brands that are recognized by customers worldwide."

A 25-year travel industry veteran, Pearce joined Choice Hotels in 1993 as vice president, sales and marketing for Choice Hotels Canada and most recently served as vice president of international operations. He recently led the organization's effort to acquire the remaining 60 percent ownership interest in Choice Hospitality (India) Ltd., providing Choice the ability to accelerate its growth and ongoing management of the Choice brand in this important market, as well as allow Choice-brand hotels in India the opportunity to take advantage of the full range of marketing and support services available to them.

In August 2009, Pearce received the company's prestigious CEO Best of the Best award, which honors leaders who demonstrate strong management practices by living the organization's cultural values and performance principles. He was nominated by numerous colleagues from across the globe who commended him for empowering those on his team to achieve their personal best, for building strong, collaborative relationships and for showing tremendous respect for and understanding of a variety of cultures and business practices.

### 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 December 31, 2009, more than 700 hotels are under construction, awaiting conversion or approved for development in the United States, representing more than 57,000 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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