

## **1 + 1 = FREE Adds Up To Great News for Value Conscious Travelers This Spring**

### **Choice Privileges Members Can Earn a Free Night at More Than 1,500 Hotels with Just Two Separate Stays**

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SILVER SPRING, Md.

Here's a math question that adds up to big value for consumers -- One plus one equals free this spring with the newest travel promotion from global lodging franchisor Choice Hotels International, Inc. . When members of the company's Choice Privileges rewards program complete just two separate qualifying stays, booked at 800.4CHOICE or ChoiceHotels.com with arrival between now and April 30, 2010, they'll automatically earn enough bonus points for a free night at more than 1,500 hotels across the globe.\*

(Logo: <http://www.newscom.com/cgi-bin/prnh/20070516/NEW105LOGO> )

"This compelling promotion adds up to great value no matter how you look at it," said Greg Brown, vice president of loyalty and relationship marketing for Choice Hotels. "And in keeping our free night redemption levels at the same values as last year, we're helping our customers get closer to a free night faster, enjoying the same great value they always have."

This is the widest reaching global promotion yet from Choice Hotels, with Choice Privileges members able to participate at any Choice-brand hotel in the United States, Canada, Mexico and Europe.\*\* Participating Choice Hotels brands include Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay, Econo Lodge and Rodeway Inn as well as the Ascend Collection membership program.

"With the search for value still paramount among today's consumers, we're excited to give them even more reasons to stay with Choice Hotels this season in addition to the great everyday value of free continental breakfast, free high-speed Internet access and free parking offered at the majority of our hotel locations," added Brown.

Not a Choice Privileges member yet? Enroll online at [ChoicePrivileges.com](http://ChoicePrivileges.com) , or enroll at any participating Choice-brand hotel and your first stay will count towards your free night, regardless of the channel you used to book your reservation.

For more information on the Choice Hotels 1 + 1 = FREE promotion or to book your next stay today, visit [ChoiceHotels.com](http://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 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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\*The free night is based on an 8,000 point Choice Privileges reward night level. Bonus points will be added to points earned from every two qualifying stays at eligible rates at any hotel included in the Choice Privileges program with arrival between Feb. 22 and April 30, 2010, to reach the 8,000 point reward level. Choice Privileges number must be provided upon check-in for the stay to be eligible. A stay is defined as any number of consecutive nights at one hotel regardless of check-ins or check-outs. Allow 72 hours from check-out for points to post to your account. You must maintain an address in the U.S. (including U.S. territories), Canada, Mexico or eligible countries in Latin America, the Caribbean and Europe to be eligible for this promotion. For program details, eligible rates, eligible countries and point redemption rules, visit [choiceprivileges.com](http://choiceprivileges.com).

\*\*Excluding: Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden.

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