Feed a Family of Four This Summer with Just Two Separate Stays with Choice Hotels

Choice Privileges® Members Can Earn Enough Points to Redeem for a $50 Restaurant Gift Card

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What does it take to feed a family of four in today's economy? Just two separate stays at any Choice Hotels location in the Choice Privileges program. This summer, when travelers stay just two separate times with check-in from May 20 through August 5, 2010 at any participating Choice brand hotel, they'll receive enough Choice Privileges points to redeem for a $50 restaurant gift card.*

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(Logo: http://www.newscom.com/cgi-bin/prnh/20100520/PH08377LOGO-b)

And this added value should come as a welcomed surprise for most travelers this year, as more than three quarters of U.S. active travelers who are planning to take at least one leisure trip by July of this year (56 percent) said they plan to spend less or the same amount on leisure travel services as they did last year, according to the February 2010 travelhorizons(TM) survey co-authored by Ypartnership and the U.S. Travel Association. As usual, getting more for your money seems to be as popular as ever among today's travelers.

"This offer is yet another way for our guests to enjoy great value when they stay at our hotels while also cashing in on their summer travel," said Greg Brown, vice president of loyalty and relationship marketing for Choice Hotels. "With this great new value, along with our free breakfast and free Wi-Fi at many of our hotels, we hope our guests will enjoy traveling even more this summer."

To qualify for the promotion, guests only need book their reservations at ChoiceHotels.com or through 800.4CHOICE. This offer is available across all 10 Choice hotel brands. For more information or to sign up for Choice Privileges today, visit choicehotels.com or call 800.4CHOICE.

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 March 31, 2010, more than 600 hotels are under construction, awaiting conversion or approved for development in the United States, representing more than 52,000 rooms, and more than 100 hotels, representing approximately 8,200 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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* Reservations must be made at choicehotels.com or 800.4CHOICE at qualifying rates and Choice Privileges member number must be provided upon check-in. After every second qualifying stay with arrival between 5/20/10 and 8/5/10, enough points will be added to points earned to reach the 8,000 point level, which can be redeemed for a $50 Chili's gift card that can be used toward the purchase of a meal for a family of 4 excluding tax or tip. Members may earn and redeem for up to two awards during the promotion. Redemptions must be completed by Oct. 31, 2010. A stay is defined as any number of consecutive nights at one hotel regardless of check-ins or check-outs at any Comfort Inn®, Comfort Suites®, Quality®, Sleep Inn®, Clarion®, Cambria Suites®, MainStay Suites®, Suburban Extended Stay®, Econo Lodge®, Rodeway Inn® and Ascend Collection® property included in the Choice Privileges program. You must maintain a U.S. address (including U.S. territories) to be eligible for this promotion. For program details, qualifying rates, eligible properties and point redemption rules, visit choiceprivileges.com. Brinker International® (Chili's®, Macaroni Grill®, On The Border®, Maggiano's®) is not a sponsor or co-sponsor of this promotion.

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