

Double Your Rewards, Earn Free Nights Faster This Fall with Choice Hotels

Guests Can Earn Double Choice Privileges Points with Every Stay at Economy and Extended Stay Properties

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Choice Hotels International, Inc. is offering travelers the chance to earn double Choice Privileges points on each and every qualifying stay at its economy and extended stay brand hotels this fall.*

"After offering our guests the opportunity to earn double Choice Privileges points starting with their second stay last year, we've decided to add even more value for our customers by giving them the chance to earn double points on their first stay this fall," said Greg Brown, vice president of loyalty and relationship marketing for Choice Hotels. "While earning great rewards in half the time, our guests are also able to keep more money in their pockets for what really matters - having a great vacation."

After every qualifying stay, booked at choicehotels.com or 800.4CHOICE, at any MainStay Suites, Suburban Extended Stay, Econo Lodge or Rodeway Inn hotel this fall in the U.S. and Canada, guests will automatically earn double the amount of Choice Privileges points. Guests who stay with arrival between August 26 and November 3, 2010 will be eligible for this special promotion.

As a member of the free Choice Privileges rewards program, guests can earn points good towards free nights, airline miles, gift certificates and more while staying at Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge, Rodeway Inn or Ascend Collection properties throughout the U.S. (including Hawaii), Canada, Europe, the Middle East, Mexico, Central America, Australasia and the Caribbean.**

About Choice Hotels

Choice Hotels International, Inc. franchises more than 6,000 hotels, representing more than 490,000 rooms, in the United States and more than 35 other countries and territories. As of June 30, 2010, more than 580 hotels are under construction, awaiting conversion or approved for development in the United States, representing more than 47,000 rooms, and approximately 100 hotels, representing approximately 8,700 rooms, are under construction, awaiting conversion or approved for development in 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 Web site, which may be accessed at www.choicehotels.com.

Choice Hotels, Choice Hotels International, Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge, Rodeway Inn and Ascend Collection are proprietary trademarks and service marks of Choice Hotels International.

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*Valid Choice Privileges number must be provided upon check-in for stay to be eligible. Book at choicehotels.com or 800.4CHOICE, at qualifying rates, to earn double Choice Privileges points with arrival between 8/26/10 and 11/3/10 at MainStay Suites, Suburban Extended Stay, Econo Lodge and Rodeway Inn hotels in the U.S. and Canada. You must maintain an address in the U.S. (including U.S. territories), Canada, Mexico or eligible countries in Central 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.

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

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