Choice Hotels International President and CEO to Appear on CBS's 'Undercover Boss'

Steve Joyce is Featured in the Premiere Episode on the Hit CBS Reality Series

PR Newswire
SILVER SPRING, Md.

SILVER SPRING, Md., Sept. 23 /PRNewswire/ -- CBS has announced Steve Joyce, president and chief executive officer for Choice Hotels International, Inc. (NYSE: CHH), as the first boss to be seen undercover on the second season of the hit reality series "Undercover Boss," Sunday, Sept. 26 (10:00-11:00 PM, ET/PT). Choice Hotels is the featured company in the second season premiere "Undercover Boss" episode, during which viewers will get an undercover look as Joyce takes on the roles of frontline employees at numerous hotel locations.

"I am extremely excited for Choice and our franchisees, as Undercover Boss will generate significant attention for us and our family of brands," said Joyce. "This is a remarkable opportunity for Choice, and I'm thrilled that our hotels, our franchisees and our organization are going to be featured in front of a national audience of millions of people."

The Emmy Award nominated "Undercover Boss," which was the Number One new series of the 2009-2010 season, follows chief executives as they slip anonymously into the rank and file of their companies. Each week documents a different executive's undercover mission, where they are able to experience working with employees in the forefront of their company. The executives are given a new perspective on their corporation - being able to see what is running well, what may need adjustments, and working personally with the people who truly represent their company.

Other companies to participate in the new season of Undercover Boss include the Chicago Cubs, Chiquita Brands International, DIRECTV, Frontier Airlines, Great Wolf Resorts, Lucky Strike Lanes and NASCAR.

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 International, Inc. 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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