

Choice Hotels International Executive Vice President Bruce Haase Joins Rebuilding Together's National Board of Directors
Leading Lodging Franchisor Executive Takes on Director Role with Company's Signature Cause Partner

PR Newswire
SILVER SPRING, Md.

SILVER SPRING, Md., Oct. 11 /PRNewswire-FirstCall/ -- Leading worldwide lodging franchisor Choice Hotels International, Inc. (NYSE: CHH) is pleased to announce that Bruce Haase, executive vice president of global brands, marketing and operations for the company, has signed on as the newest member of the national board of directors for the organization's signature cause partner Rebuilding Together, serving as the Treasurer and Finance Committee Chair.

Through its relationship with Choice Hotels as the organization's signature cause partner and part of the company's "Room to Rebuild" program launched in 2009, Rebuilding Together is the focus of a three-year, multimillion dollar partnership in which the employees and franchisees of Choice Hotels International have and will continue to work on revitalization projects across the country and in their own backyards.

"Choice Hotels has made a major commitment to Rebuilding Together to help make a difference in the communities in which we all live and work and I'm excited to be able to make that same commitment now on a personal level as well in helping the organization as a member of its board," said Haase. "I look forward to the many great projects we'll work on together in the future and can't wait to start making some positive changes for those in need."

Haase is currently responsible for developing and leading the strategies for the company's extensive brand portfolio, marketing, eCommerce, franchise operations and central reservations worldwide for Choice Hotels. He will now bring his expertise and familiarity with the company's signature cause partner in helping to realize the mission and vision of Rebuilding Together as a member of its national board.

"Mr. Haase has an impressive record as an operational and financial leader. He will be a

valuable resource and addition to the National Board," said Gary A. Officer, president and CEO of Rebuilding Together. "We look forward to working with him to advance the mission and vision of Rebuilding Together."

About Rebuilding Together

Rebuilding Together is the nation's leading nonprofit organization working to preserve affordable homeownership and revitalize neighborhoods by providing extensive rehabilitation and modification services to those in need at no cost to those served. With the help of everyday citizen volunteers, skilled trades people, the support of local business and major corporate partners, Rebuilding Together affiliates in America's largest cities and smallest towns make life considerably better for thousands of low-income homeowners and the communities in which they live by completing 10,000 projects per year. Rebuilding Together has programs dedicated to energy efficiency, veteran's housing, aging in place and gulf coast reconstruction.

For more information, visit www.RebuildingTogether.org. You can also follow Rebuilding Together on Twitter @rebuildtogether or become a fan on Facebook at [Facebook.com/RebuildingTogether](https://www.facebook.com/RebuildingTogether).

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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Web Site: <http://www.choicehotels.com>

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