

Choice Hotels International Launches New Travel Agent Commission System

Global Franchisor Selects Dell Services to Implement New Sole Source Disbursement for Travel Agent Commissions

PR Newswire
SILVER SPRING, Md.

SILVER SPRING, Md., Dec. 1, 2010 /PRNewswire/ -- Leading lodging franchisor Choice Hotels International, Inc. (NYSE: CHH) is pleased to announce Dell Services as the sole source for processing all travel agent commission payments for Choice Hotels brand properties. This decision comes as a result of the company's ongoing efforts to provide industry travel agents with prompt payments and best-in-class customer service.

"At Choice Hotels, we are committed to building innovative solutions for both our Franchisees and the Travel Agent professionals," said Sam Walters, assistant treasurer for Choice Hotels International. "Utilizing Dell to be the sole source disbursement company for our Travel Agent Commissions allows us to build on the vast industry network and robust technology that Dell currently maintains. Choice will be able to provide a central help desk to assist with payment inquiries, comprehensive reporting, and a shorter payment cycle for many agents."

The new system will not require any changes or actions by travel agents in order for them to begin taking advantage of the new, more efficient payment process. Choice Hotels will continue to work to implement new systems and processes to provide travel agents with the highest levels of customer service and satisfaction.

"We are pleased to work with Choice Hotels International, a world-class hotel chain, to help further strengthen efficiencies in their commission payment process," said Chris Nabors, managing director, Americas, Dell Services. "By utilizing the Dell Services Travel Agency Commission Settlement (TACS) product, Choice Hotels International can benefit from more robust reporting and streamlined operations, while travel agencies can benefit from faster and more accurate commissions."

Delivered by Dell Services, TACS is a global billing and payment processing system based on

travel itineraries or travel bookings. Utilizing this proprietary technology allows for the collection of data from multiple sources including, Global Distribution Systems (GDS), Computer Reservations Systems (CRS), Property Management Solutions (PMS), and Front Desk Systems, among others. On a monthly basis, Dell Services processes more than 30 million Passenger Name Records (PNR)/Guest Name Records (GNR) through TACS, and has partnerships with more than 50 hotel companies totaling over 30,000 hotels worldwide. Dell Services couples global financial and technology capabilities to provide a variety of transaction processing and banking services, most notably billing, foreign currency settlement and remittance collection.

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 September 30, 2010, more than 540 hotels were under construction, awaiting conversion or approved for development in the United States, representing more than 44,000 rooms, and approximately 90 hotels, representing approximately 8,000 rooms, were 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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