

Triple Points for Travelers with Choice Hotels this Season Choice Privileges Members Can Earn Rewards Three Times as Fast

PR Newswire
SILVER SPRING, Md.

SILVER SPRING, Md., Jan. 11, 2011 /PRNewswire/ -- This season, travelers can earn great rewards three times as fast with *Choice Privileges* from Choice Hotels International, Inc. (NYSE: CHH). *Choice Privileges* members who book their stays at ChoiceHotels.com or 800-4CHOICE arriving between now and March 2, 2011 will receive triple points on every qualifying stay, starting with their second stay.*

(Logo: <http://photos.prnewswire.com/prnh/20100520/PH08377LOGO-b>)

"Our members have told us that they like offers that are simple but also provide great value," said Greg Brown, vice president of loyalty and relationship marketing for Choice Hotels. "By offering triple points, we're able to help our members achieve a reward three times as fast."

With close to 5,000 Choice Hotels properties nationwide across eleven different brands, *Choice Privileges* members have plenty of opportunities to earn triple the amount of rewards points during their regular travels this season. Stays at more than 1,000 international locations of Choice Hotels properties are also eligible for this promotion. What's more, Elite Diamond and Elite Platinum *Choice Privileges* members can book qualifying stays through any channel.

As a member of the free *Choice Privileges* program, guests can earn points that can be redeemed for free nights, airline miles, gift certificates and more. Members can earn points 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 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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*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 triple *Choice Privileges* points, starting with second stay, with arrival between 1/6/11 and 3/2/11 at any hotel in the *Choice Privileges* program. Members who register in advance of stay and book qualifying rates through other channels are eligible for double points, starting on second stay after registering with arrival between 1/6/11 and 3/2/11. A stay is defined as one or more consecutive nights at one hotel regardless of check-ins or check-outs. You must maintain an address in the U.S. (including U.S. territories) to be eligible for this promotion. Allow 72 hours from check-out for points to post to your account. For program details, eligible rates, eligible countries and point redemption rules, visit choiceprivileges.com

**Excluding Cuba, Democratic Republic of Congo, Iran, Liberia, Republic of Côte d'Ivoire, Sudan, Syria and Zimbabwe. Excluding Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden.

SOURCE Choice Hotels International, Inc.

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SOURCE Choice Hotels International, Inc.

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