Choice Hotels International Begins Overseas Deployment of Innovative Web-based Property Management System

One-of-A-Kind choiceADVANTAGE Software Solution Is Industry's Most-Widely Distributed Web-Based Proprietary System - In Use at Nearly 4,000 Hotels

PR Newswire
SILVER SPRING, Md.

SILVER SPRING, Md., Feb. 17, 2011 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH) announced today that it has begun the overseas deployment of its proprietary Web-based hotel property management system, choiceADVANTAGE. The first phase of this multi-year initiative is deployment to franchised hotels in Australia. The company anticipates rolling out the solution to its franchised hotels in the United Kingdom mid-year 2011 and to hotels in France and Germany in by the end of 2011.

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

The easy-to-use choiceADVANTAGE solution provides Choice Hotels brand franchisees with advanced hotel management functionality, including efficient guest servicing, sophisticated revenue management, complete groups functionality, remote access and full integration with Choice's programs.

"Our international franchisees are eager to implement choiceADVANTAGE as it will provide them full integration with our central reservation system via a common Web-based platform," said Mark Pearce, senior vice president, international division, Choice Hotels International. "Deploying choiceADVANTAGE will significantly enhance our overall value proposition to our current and prospective franchisees by strengthening our reservations delivery capabilities."

choiceADVANTAGE is currently deployed to nearly 4,000 Choice Hotels franchised properties in the United States, Canada and Mexico. The company anticipates full deployment of the solution to its entire domestic hotel portfolio of nearly 5,000 hotels by 2012.

"We have put extensive resources into adapting choiceADVANTAGE for use by our global hotels," said

Todd Davis, chief technology officer, Choice Hotels International. "We are very excited to begin the overseas deployment of choiceADVANTAGE and look forward to its introduction in additional markets in the coming months and years."

As an above property, Web-based solution, choiceADVANTAGE requires a minimal initial investment for hotel owners. Consequently, there is no need to purchase and maintain costly infrastructure and hardware associated with traditional property management systems. This lower total cost of ownership is tremendously appealing to prospective Choice Hotels franchisees that also benefit from being able to access the system from any computer with Internet access.

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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SOURCE Choice Hotels International, Inc.

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