

## **Choice Hotels Promotes Patrick Pacious to Executive Vice President**

PR Newswire  
SILVER SPRING, Md.

SILVER SPRING, Md., Feb. 23, 2011 /PRNewswire/ -- The board of directors of Choice Hotels International, Inc., (NYSE: CHH) today announced the promotion of Patrick Pacious to executive vice president, global strategy, distribution and technology. In this role, he is responsible for identifying and leading growth initiatives through oversight of the strategic planning process, executing the company's global distribution strategy, capturing a greater share of consumer demand and reservations via online and proprietary channels, and harnessing information technology to maximize business performance.

(Photo: <http://photos.prnewswire.com/prnh/20110223/PH53427> )

An officer and member of the executive team of Choice Hotels, Mr. Pacious continues to report to Choice Hotels President and CEO Stephen P. Joyce.

"Pat has had a transformational impact on Choice's performance and culture," said Stephen P. Joyce. "He has had a significant role driving profitable growth and performance companywide, as well as ensuring that Choice remains on the leading edge of technology from an operational standpoint. I am confident that we will continue to benefit from his leadership, industry expertise and vision for many years to come."

Mr. Pacious joined Choice Hotels in 2005 as senior director, corporate and business strategy, and has held roles of increasing responsibility and oversight particularly in the areas of strategic planning, technology, innovation and growth. Prior to his promotion to executive vice president, he was senior vice president, corporate strategy and information technology, with lead responsibility for the strategic planning process and the information technology organization. Mr. Pacious' promotion to executive vice president recognizes his outstanding contributions to the organization and his expanded leadership for Choice's distribution marketing and operational strategies, including choicehotels.com, the worldwide call centers, and the global business-to-business sales organization.

Before joining Choice Hotels, Mr. Pacious held senior positions with BearingPoint and Arthur Andersen, where he worked directly with senior executives and boards of directors at a variety of key clients, including Choice Hotels International and other major hotel companies. As a result of his expertise and global business experience, he has provided testimony before the U.S. House of Representatives and the U.S. Senate on performance management and privatization issues.

Mr. Pacious earned his master's degree in business administration from the Kellogg Graduate School of Management at Northwestern University and his bachelor's degree from Duke University. He served in the United States Navy from 1987 to 1993, achieving the rank of lieutenant.

### *About Choice Hotels*

Choice Hotels International, Inc. franchises more than 6,000 hotels, representing more than 495,000 rooms, in the United States and more than 30 other countries and territories. As of December 31, 2010, more than 500 hotels were under construction, awaiting conversion or approved for development in the United States, representing more than 40,000 rooms, and more than 100 hotels, representing approximately 9,000 rooms, were under construction, awaiting conversion or approved for development in 18 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](http://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.*

SOURCE Choice Hotels International, Inc.

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