Choice Hotels And Operation Homefront Join Forces To Support Military Families

Hotel Company Pledges $300,000, including more than 2,000 Room Nights to Help Unite Veterans and Active Military Families beginning this Holiday Season

ROCKVILLE, Md., Nov. 9, 2018 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH) is celebrating Veteran's Day by announcing that Operation Homefront, a national nonprofit whose mission is to build strong, stable, and secure military families, is one of Choice Hotels' new philanthropic partners. In addition to making a financial commitment to Operation Homefront, Choice Hotels will donate 20 million Choice Privileges loyalty points, equivalent to more than 2,000 room nights, to enable veterans and service members to connect with their family and friends beginning this holiday season.

"For nearly 80 years, Choice Hotels has proudly connected people around the world through travel, and we are thrilled to build on this legacy by helping reunite military families through our partnership with Operation Homefront," said Patrick Pacious, president and chief executive officer, Choice Hotels. "As a U.S. Navy veteran, I know firsthand the challenges that service members face during and after their military service, and the important role that family plays. Our partnership with Operation Homefront is a natural fit that will allow hundreds of service members and their families to benefit from the warm welcome provided by Choice's 12 hotel brands across the country. We are honored to give back to those who sacrifice much to keep us safe."

Working with Operation Homefront, Choice will identify families looking to reconnect with their loved ones and assist them with lodging at a Choice branded hotel during their travels. With nearly 5,800 hotels in the U.S. alone, Choice aims to help military family members from coast to coast over the next year.

Members of Choice's Hotels' Choice Privileges guest loyalty program, can support Operation Homefront by redeeming points towards cash donations through the program's charity donation website. For every 1,000 points redeemed by Choice Privileges members, $5 will be donated to Operation Homefront. Choice will match guest donations up to a total of $100,000 through the end of 2018. This will be in addition to the 20 million Choice Privileges points, valued at approximately $200,000.

To further demonstrate its appreciation for those who serve, Choice has added new military benefits and features under the Choice Privileges program:

- **Upgraded Membership**: Immediately upon registration, active duty or reserve military members and retired military, National Guard, and U.S. Coast Guard personnel will earn Lifetime Gold Elite status, which entitles members to 10 percent extra points on every stay and an Elite Welcome Gift upon check in at Choice branded hotels.
- **2,500 Choice Privileges Points**: As an added thank you, both new and existing Choice Privileges members will earn 2,500 points on their next stay after completing the military registration form.
- **Additional Donation to Operation Homefront** For every Choice Privileges point active duty or reserve military members earn each year, Choice will donate an additional 25 percent of the total to Operation Homefront (up to 20 million points annually).

"Many military families, particularly those transitioning back to their civilian communities, are struggling to make ends meet, and we are deeply grateful for Choice Hotels and their customers' unwavering commitment to help us help this very special and deserving group of our fellow citizens," said Brig. Gen. (ret.) John Pray, Jr., president and CEO, Operation Homefront. "The need continues to grow and only by working together, with a long-term view, will we be able to meet the needs of those who have done so much to protect the freedoms we enjoy daily."

Since its inception in 2002, Operation Homefront has been dedicated to providing year-round services that help military families overcome short-term obstacles, so they don't become long-term issues, and let them thrive in the communities they've worked hard to protect. Choice Hotels and Operation Homefront will team up throughout 2019 to assist in these efforts. For more information, visit https://www.choicehotels.com/OperationHomefront.

About Choice Hotels
Choice Hotels International, Inc. (NYSE: CHH) is one of the largest and most successful lodging franchisors in the world. With more than 6,900 hotels, representing more than 560,000 rooms in over 40 countries and territories as of September 30, 2018, the Choice® family of hotel brands provide business and leisure travelers with a range of high-quality lodging options from limited service to full-service hotels in the upscale, midscale, extended-stay and economy segments. The award-winning Choice Privileges® loyalty program offers members benefits ranging from everyday rewards to exceptional experiences. For more information, visit www.choicehotels.com.

About Operation Homefront
Founded in 2002, Operation Homefront is a national nonprofit organization whose mission is to build strong, stable, and secure military families so that they can thrive – not simply struggle to get by – in the communities they have worked so hard to protect. Recognized for superior performance by leading independent charity oversight groups, 92 percent of Operation Homefront expenditures go directly to programs that support tens of thousands of military families each year. Operation Homefront provides critical financial assistance, transitional and permanent housing and family support services to prevent short-term needs from turning into chronic, long-term struggles. Thanks to the generosity of our donors and the support from thousands of volunteers, Operation Homefront proudly serves America's military families. To follow the award progress, go to www.OperationHomefront.org.

SOURCE Choice Hotels International, Inc.

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