

Choice Privileges "Members Only Madness" Promotion Is Back With Surprise Deals

Choice Hotels Rewards Loyalty Members with Daily Giveaways in Time for Holiday Travel

ROCKVILLE, Md., Nov. 12, 2018 /PRNewswire/ -- Travelers looking to score holiday deals are in for a treat as Choice Privileges, the award-winning loyalty program from Choice Hotels International, Inc. (NYSE: CHH), begins its second annual "Members Only Madness" promotion today. Now through November 16, 2018, Choice Privileges members will receive daily emails with exclusive deals, including discounts on stays and options to earn bonus points and gift cards.

"Bringing back the popular 'Members Only Madness' promotion is our way of thanking Choice's more than 39 million loyalty members with a full week of surprise rewards. We invite members to make their travel this season even more rewarding and encourage them to reap the many other benefits that come with membership year-round," said Jamie Russo, vice president, loyalty programs and customer engagement, Choice Hotels.

Choice Privileges has been named a top hotel loyalty program in *USA Today's* 10Best Readers' Choice Awards and by *U.S. News & World Report* for three consecutive years. The free membership offers fast rewards and relevant perks, including bonus points, airline miles, premium coffee gift cards, and shared ride credits through the *Your Extras* program— in addition to exclusive member rates when booking direct through the Choice Hotels website.

For more information and the complete terms about the *Your Extras* program and the Choice Privileges rewards program, visit <https://www.choicehotels.com/choice-privileges/your-extras> and www.choicehotels.com/choice-privileges.

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.

© 2018 Choice Hotels International, Inc. All Rights Reserved.

SOURCE Choice Hotels International, Inc.

For further information: Michelle Peters, Choice Hotels: 301-592-6687,
Michelle.Peters@choicehotels.com

Additional assets available online:  [Photos \(1\)](#)

<https://media.choicehotels.com/2018-11-12-Choice-Privileges-Members-Only-Madness-Promotion-Is-Back-With-Surprise-Deals>