

Choice Hotels Names Brockway, Morrison Company Officers

PRNewswire
SILVER SPRING, Md.

Choice Hotels International, Inc., today announced the promotion of two industry leaders in its Phoenix technology operations as company officers.

Don Brockway, 49, vice president, worldwide reservations operations, and Janna Morrison, 39, vice president, property systems, were appointed by the Board of Directors in its meeting today.

"We are very fortunate to have such critical areas for our company led by Don Brockway and Janna Morrison," said Charles A. Ledsinger, Jr., president and chief executive. "Under Don's leadership, Choice's reservations operations have become the industry leader, with our pioneering Internet booking capability and our extensive reach into global and alternate distribution systems. Janna has successfully launched Profit Manager, our proprietary property management system, into more than 2,000 hotels, greatly enhancing their operations, providing a closer link with our central reservations and improving user satisfaction with the product and related services."

He added, "Today's promotions to company officer recognize their many contributions and enormous value to Choice. The innovative, capable leadership they provide to our operations in Phoenix strengthens the company immeasurably."

A graduate of Arizona State University with a B.S. degree in business administration, Brockway spent 10 years with Best Western International before joining Choice's reservations operations in 1985. He became vice president, reservations, in 1991, and now oversees worldwide operations for Choice, including call centers in six locations and three countries. He has established the operational foundation and guidelines for electronic distribution and linkage with automated travel agent processing.

Morrison joined Choice in 1987 as a marketing and sales support director. A graduate of Iowa State University, she has held various positions in marketing, information systems and property systems in her career with Choice. She became vice president, revenue management, in 1995. The creation of this new department led to the ultimate design and rollout of RevPAR Maximizer, Profit Manager's integrated automated revenue management function. In 1998 she was promoted to vice president, property systems.

Choice Hotels International is the second largest hotel franchisor in the world with 4,303 hotels open, representing 343,511 rooms, and another 685 hotels under development, representing 58,191 rooms, in 39 countries as of June 30, 2000. Its Comfort, Quality, Clarion, Sleep Inn, Econo Lodge, Rodeway Inn and MainStay Suites brands serve guests worldwide.

Certain matters discussed in this press release may constitute forward-looking statements within the meaning of the federal securities law. Such statements are based on management's beliefs, assumptions and expectations, which in turn are based on information currently available to management. Actual performance and results could differ from those expressed or contemplated by the forward-looking statements due to a number of risks, uncertainties and other factors, many of which are beyond Choice's ability to predict or control. For further information on factors that could impact Choice and the statements contained therein, the company refers you to the filings made by Choice with the Securities and Exchange Commission, including its registration statement on Form S-4 and report on Form 10-Q for the period ended June 30, 1999.

Additional corporate information may be found on the Choice Hotels' Internet site, which may be accessed at <http://www.choicehotels.com/>.

Comfort, Quality, Clarion, Sleep Inn, Econo Lodge, Rodeway Inn, MainStay Suites and ChoiceBuys.com are registered trademarks and service marks of Choice Hotels International, Inc.

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