

Choice Hotels Names Bruce N. Haase Senior Vice President, International

PRNewswire
SILVER SPRING, Md.

Choice Hotels International, Inc. today announced the appointment of Bruce N. Haase as senior vice president, international, effective immediately, reporting to Charles A. Ledsinger, Jr., president and chief executive officer.

Haase, 39, had been serving as vice president, finance, and treasurer since his appointment in March 2000. Prior to that he served in a similar capacity for The Ryland Group, Inc., a \$2 billion NYSE-listed homebuilding and mortgage finance organization.

"Since coming to Choice last spring, Bruce has played a key role in supporting our international division," said Ledsinger. "He has worked with many of our international development partners on a wide range of issues, and displayed leadership and an ability to build strong relationships with our partners."

Haase replaced Bruno Geny, who resigned to pursue business opportunities in his native France.

Haase began his career with Goldman, Sachs as a financial planning analyst. His previous experience includes service with Marriott International and Caterair International in key finance roles.

A graduate of the Virginia Polytechnic Institute with a degree in electrical engineering, he also earned a Master's degree in electrical engineering from Johns Hopkins University and an M.B.A. from the Wharton School of the University of Pennsylvania, where he concentrated in corporate finance.

Choice Hotels International is the second-largest hotel franchisor in the world with more than 4,000 hotels, representing more than 330,000 rooms, open in 39 countries. Its Comfort, Quality, Clarion, Sleep Inn, Econo Lodge, Rodeway Inn and MainStay Suites brands serve guests worldwide.

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

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SOURCE: Choice Hotels International, Inc.

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