

Choice to Give Away \$2 Million in Free Gas This Summer

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Travelers booking rooms at Choice brand hotels throughout the U.S. and Canada this summer get more than just an array of 3,300-plus properties at every value-based price point from which to choose -- they also get five dollars off of their next tank of gas.

Guests at Comfort, Quality, Clarion, Sleep, and MainStay Suites brand hotels who book in advance by calling 1-800-4-CHOICE, via <http://www.choicehotels.com/> or through their travel agent for a minimum of two nights and pay with MasterCard will receive a complimentary \$5 gas card upon checkout. And their pint-sized travel companions will receive free activity books, produced by DC Comics and featuring travel-related activities.

The promotion launches June 1 and runs through August 31 or until supplies last. All told, Choice expects to give away \$2 million in free gas.

"With gas prices expected to be at a premium this summer, every little bit helps," said Wayne W. Wielgus, senior vice president, marketing for Choice. "Gas cards are an immediate, tangible way for us to demonstrate to our guests how much we value and appreciate their business."

The \$5 gas card promotion at all Choice brand hotels will be marketed in conjunction with the launch of the company's new advertising campaign, developed by Arnold Worldwide/Washington, with broadcast and print advertisements slated for early May.

"Our overriding campaign theme is 'The Power of Being There. Go,'" said Wielgus. "The gas card further empowers our guests to get where they want to go."

Choice Hotels International, the world's second-largest lodging franchisor, franchises more than 5,000 hotels in 41 countries under the Comfort, Quality, Clarion, Sleep, Econo Lodge, MainStay Suites and Rodeway Inn brand names. For more information on Choice, visit the company's Internet site at <http://www.choicehotels.com>.

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