

'Stay 2 Times. Earn a Free Night.' at Choice Hotels This Fall

PRNewswire
SILVER SPRING, Md.

Given the success of Choice Hotels' spring promotion campaign, the company is offering travelers another extraordinary opportunity to qualify for a free night's lodging after every two separate stays at any Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion or MainStay Suites brand hotel in the U.S. this fall.

To participate in this promotion, which launches September 1 and ends December 31, 2004 guests must be members of the Choice Privileges guest rewards program. Members who stay on two separate occasions at any midscale Choice Hotels' brand in the U.S. will receive a minimum of 5,000 bonus points. Along with the points earned from the original two qualifying stays, the bonus will give members enough points to redeem for a free night on a future stay at most midscale Choice brand hotels throughout the U.S. There is no limit on the number of times travelers can earn free nights during the promotion.

"Our 'Stay 2 Times. Earn a Free Night' promotion has proven to be a compelling value for business and leisure travelers," said Wayne Wielgus, senior vice president, marketing for Choice Hotels. "By offering this exceptional program to travelers again this fall we're giving them the value added programs that they have come to expect from Choice Hotels."

With a Choice Privileges Visa Platinum credit card, travelers can earn free nights even faster. Every time and everywhere travelers use their Choice Privileges Visa card, they will earn additional Choice Privileges points. In addition to redeeming points for room nights, Choice Privileges members may use their points toward gift certificates from more than 100 national and 400 regional retailers and restaurants. The Choice Privileges rewards program also offers members special benefits such as express reservations, express check-in, complimentary room upgrade (upon availability), free local phone calls and incoming faxes, complimentary newspaper and extended check-out.

Travelers may learn more about the advantages of Choice Privileges membership by visiting choiceprivileges.com, calling 888.770.6800 or by inquiring at the front desk of any Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion or MainStay Suites brand hotel in the U.S.

Ads featuring the "Stay 2 Times. Earn a Free Night." promotion will launch August 13 on NBC's broadcast of the summer Olympics. Additionally, ads will run in national print and broadcast media, including USA TODAY, CNN, and other major media outlets.

Choice Hotels International is one of the world's largest lodging franchisors, marketing more than 5,000 hotels open or under development throughout the United States and in 41 other countries and territories under the Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, MainStay Suites, Econo Lodge, and Rodeway Inn brand names. For more information on Choice, visit the company's web site at <http://www.choicehotels.com/>.

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The free night is based on a 6,000 point Choice Privileges award night hotel. A free night may require more than 6,000 points at certain hotels. Members earn points when paying eligible rates at any Comfort Inn(R), Comfort Suites(R), Quality(R), Sleep Inn(R), Clarion(R) or MainStay Suites(R) hotel in the U.S. A stay is defined as any number of consecutive nights at one hotel regardless of check-ins or check-outs. A minimum of 5,000 bonus points will be added to points earned from every two qualifying stays, with arrival

between September 1, 2004 and December 31, 2004, to reach the 6,000 point award level. Allow a minimum of 15 days from check-out for points to post to your account. For details and rules, visit choiceprivileges.com or see the Choice Privileges membership guide.

SOURCE: Choice Hotels International, Inc.

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