Choice Hotels Provides Value Added Services for Minority Franchisees

Launches African American and Hispanic Alliances

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Choice Hotels International, Inc. reinforces its commitment to increasing minority hotel ownership with the launch of the Choice Hotels African American Owners Alliance (CHAAOA) and the Choice Hotels Hispanic Owners and Managers Alliance (CHHOMA). These Alliances were developed to provide networking opportunities for African American and Hispanic franchisees to share best practices and experiences and to serve as a platform to recruit new African American and Hispanic franchisees to the Choice Hotels system.

"With the launch of these alliances, Choice Hotels continues to demonstrate the company's commitment to diversifying its franchisee base," said Brian Parker, vice president of emerging markets and new business development. "We recognize and appreciate the wealth of experience that our minority franchisees bring to the table and look forward to developing solid opportunities for African American and Hispanic entrepreneurs to grow with us."

The Alliances, which officially launched in May at the Choice Hotels annual convention, currently have more than 30 members combined and represent Comfort Inn, Comfort Suites, Quality, Clarion, Sleep Inn, MainStay Suites, Econo Lodge and Rodeway Inn brands across the U.S.

"The strength of these alliances lies in their ability to expand membership by providing its members with a sense of family within the larger Choice Hotels family," Parker added.

Worldwide lodging franchisor Choice Hotels International markets more than 5,000 hotels in over 40 countries under the brand names Comfort Inn, Comfort Suites, Quality, Clarion, Sleep Inn, MainStay Suites, Econo Lodge and Rodeway Inn. The company's newest brand, Cambria Suites, launched in January 2005. For more information on Choice, visit the company's web site at http://www.choicehotels.com/.

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