

## **Tickets? Check ... Hotel? Check ... Choice Hotels International and The Ticket Reserve Offer Sports Fans Advanced Access to Hotel Rooms for Major Events**

**Unique Partnership Allows Foresightful Fans Chance to Secure Hotel Rooms for Major Sporting Events**

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Sports fans know that hotel accommodations around major events like the BCS Bowls, professional football championship games, and college basketball tournaments can be tougher to get than the game tickets themselves. But now, thanks to an agreement between The Ticket Reserve and Choice Hotels International, dedicated fans can secure standard-rate hotel rooms as well as face-value game tickets as they watch their favorite teams compete in some of the largest sporting events.

The strategic partnership between The Ticket Reserve and Choice Hotels International coincides with the launch of The Ticket Reserve's (TTR) 2006 BCS Bowl marketplace, allowing fans to purchase "Fan Forwards," which guarantee them access to face-value game tickets as well as "Fan Forward Lodgings," which add the option to obtain lodging at a Choice Hotels property within 10 miles of the venue should their respective favorite teams qualify. Brands franchised by Choice Hotels include Comfort Inn, Comfort Suites, Quality, Clarion, Sleep Inn, MainStay Suites, Econo Lodge and Rodeway Inn.

TTR has been providing fans a forum for access to professional football, international soccer and professional and college basketball venues since 2003. The 2006 BCS Bowl games, however, will be the first time The Ticket Reserve also offers lodging options. Choice Hotels and The Ticket Reserve plan to further expand the program to include additional major collegiate and professional sporting events in the near future.

Here is how it works: Fans log on to The Ticket Reserve (TTR) at <http://www.ticketreserve.com/> and purchase a "Fan Forward," which guarantees them the ability to purchase face-value BCS Bowl tickets should the team they select qualify for a BCS Bowl (Orange, Rose, Sugar, Fiesta). For example, if someone holds the "Fan Forward" for Virginia Tech, and the Hokies advance to the Sugar Bowl, that holder can purchase one face-value ticket for each Tech "Fan Forward" they hold. Market values for "Fan Forwards" are offered as low as \$5.00 initially and will increase or decrease as the respective fortunes of college football teams rise and fall during the 2005 season.

Additionally, fans holding "Fan Forward Lodgings" for teams that qualify to play in the four BCS Bowls are guaranteed a hotel room -- which would likely otherwise be sold out months in advance -- at standard rates at a select Choice Hotels property. In the above example, if someone holds the "Fan Forward Lodging" for Virginia Tech, that fan has also secured a room at a Choice Hotels property in New Orleans.

"Traditionally, our properties sell out well in advance of these popular events," said Daniel Rothfeld, senior vice president, partner services, for Choice Hotels. "Partnering with The Ticket Reserve is a way to ensure that rooms will be available for dedicated fans who are excited about seeing their teams advance to the big games."

Initial "Fan Forward Lodging" offerings as low as \$25 are made available as an optional add-on to "Fan Forwards" for the four BCS Bowl games.

"This agreement with Choice Hotels is an important new initiative for the Ticket Reserve and a logical extension of our offerings, which are focused on providing fans every opportunity to see their teams participate in the greatest events in sports," said Rick Harmon, CEO, The Ticket Reserve.

The Ticket Reserve plans to incorporate "Fan Forward Lodging" offerings into other sports marketplaces as well.

#### About The Ticket Reserve

The Ticket Reserve (<http://www.ticketreserve.com/>), founded in 2001, is dedicated to providing sports fans with a fun, exciting, affordable way to gain forward access to the biggest and most prestigious worldwide sporting events. Through purchase of "Fan Forwards," loyal rooters of the NFL, MLB, NBA, NCAA basketball, baseball and football, international soccer and professional tennis can guarantee themselves a seat when their teams play in the big game, and can exchange that access in a dynamic bid-ask marketplace atmosphere. The Ticket Reserve plans "Fan Forward" launches for other sports properties in the coming months.

#### About Choice Hotels

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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Web site: <http://www.choicehotels.com/>  
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