Choice Hotels Secures Spot as Exclusive Hotel Category Advertiser in NBC Telecast of 2006 Winter Games in Torino, Italy

Hotel Franchisor Also Will Advertise during Westwood One's Radio Broadcasts

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Worldwide lodging franchisor Choice Hotels International, Inc. has signed on as the exclusive hotel category advertiser in NBC's telecast of the 2006 Winter Games in Torino, Italy. More than 2,500 athletes will compete for the Gold in more than 80 events, broadcast on NBC from February 10 through February 26. In addition, Choice Hotels will advertise during Westwood One's radio broadcasts of the Winter Games, airing 75 radio spots that will be heard by more than 150 million listeners.

According to Wayne Wielgus, executive vice president and chief marketing officer for Choice Hotels, the company's television advertisements throughout the February telecast will promote the company's spring promotional campaign, which is "Stay 2 Times. Earn a Free Night." With this promotion -- one of Choice's most successful promotions to date -- travelers who are members of Choice's rewards program, Choice Privileges, qualify for a free night's lodging at more than 1,000 hotels after two separate stays at any Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion or MainStay Suites brand hotels in the U.S., Canada, Mexico and the Caribbean.*

"NBC's telecast of the 2006 Winter Games in Torino, Italy represents a tremendous opportunity for us to get our message out to the millions of people who will be glued to their television sets, waiting to see the next great moment in sports," said Wielgus. "We secured the same role for the 2004 Summer Games in Greece, and it was such a huge success for us we knew we had to do the same deal this year. The addition of advertisements during radio broadcasts allow us to spread the Choice message even further. As a leader in global hospitality we are proud to be a part of the excitement that surrounds this international event."

Choice Hotels television advertisements will begin airing on February 10 and will be shown on the NBC, MSNBC and CNBC networks.

The radio advertisements, which will promote the company's economy brands spring promotion, feature the voice of Phylicia Rashad, widely known for her role as Clair Huxtable on the 1980's hit, The Cosby Show. The promotion, which runs from February 1 through April 30, 2006, allows guests to receive two EA$Y CHOICE stamps for each night they stay at an Econo Lodge or Rodeway Inn brand hotel in the U.S.**

For more details about the spring promotion visit the Choice Hotels website at choicehotels.com, the Choice Privileges website at choiceprivileges.com or the EA$Y CHOICE website at easychoiceonline.com.

Choice Hotels International is one of the world's largest lodging franchisors, marketing more than 5,000 hotels open or under development in more than 40 countries under the Cambria Suites, Clarion, Quality, Comfort Suites, Comfort Inn, Sleep Inn, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn brand names. For more information on Choice, visit the company's web site at choicehotels.com.

* The free night is based on an 8,000 point Choice Privileges award night hotel in the U.S. A free night may require more points at certain hotels. For point level information, visit choiceprivileges.com. Please allow 4-6 weeks after your purchase for the points to be deposited into your Choice Privileges account.

** Earn two stamps per night (maximum of 10 stamps per stay) for qualifying stays between February 1

and April 30, 2006. Offer valid at any Econo Lodge or Rodeway Inn brand hotel in the U.S. Stamps will be awarded upon completion of the stay. For program details visit easychoiceonline.com or see the EA$Y CHOICE stamp card.

Choice Hotels, Choice Hotels International, Choice Privileges, EA$Y CHOICE, Cambria Suites, Comfort Inn, Comfort Suites, Quality, Clarion, Sleep Inn, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn are proprietary trademarks and service marks of Choice Hotels International.

SOURCE: Choice Hotels International

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