Choice Hotels International Announces Development Opportunities Seminar at Mall of America

Evening Planned for Hotel Owners, Developers, Brokers and Builders

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Executives from Choice Hotels International, Inc., (CHH), one of the world's largest lodging franchisors, will host a lodging development opportunities seminar at the Mall of America in Bloomington, Minnesota, on Wednesday, March 15, 2006, from 4:30 - 8:00 p.m.

"Hotel development opportunities in the region are at an all-time high," said Richard T. Sprecher, CHA, director of franchise sales and host of the event. "With ten brands in our hotel portfolio -- ranging from economy to midscale to upscale brands -- we are able to place the right product in the right location.

"In addition, the great growth that Choice has been exhibiting during the past few years shows that we're a hotel company that can deliver," he said.

In the past year, Choice has marked a number of milestones:

* the opening of its 5,000th hotel, a Comfort Suites in Lake Geneva, Wisc.

* the re-imaging of the Comfort Inn brand -- including a new logo, new amenities and a new expanded complimentary breakfast menu -- which represents more than 2,000 hotels worldwide

* the launch of a special Minority Incentive Program for the Sleep Inn brand. The program offers qualified African American, Hispanic and Native American entrepreneurs a special development incentive

* the launch of the exciting new upscale Cambria Suites brand. (The first Cambria Suites hotel will open in Boise, Idaho, later this year. In addition, a contract has been signed for the development of a Cambria Suites hotel in Bloomington near the Mall of America.)

* the acquisition of Suburban Extended Stay Hotel, an economy extended stay brand, and a renewed commitment to the extended stay market and its two extended stay brands, shown through the hiring of extended stay veterans such as Kevin Lewis, chair of the Extended Stay Lodging Council for the American Hotel & Lodging Association, and the creation of development, services and sales support teams dedicated exclusively to the extended stay market.

* a record development year in 2005 for its Rodeway Inn brand, during which 75 new Rodeway Inn hotel contracts were executed, making it the best year ever for the 40-year-old brand.

"New brands, new products and proven name recognition make Choice the right partner for developers looking for results," Sprecher added.

Choice franchisees benefit from the company's multi-branded $50 million national marketing campaign, industry-leading field support and a central reservations system that delivers more than $1 billion in room revenue annually. In addition, Choice Hotels boasts a 99% retention rate among its franchisees*.

The seminar will be held in the Executive Meeting and Event Center, 4th floor, at the Mall of America. Cocktails and dinner will follow a brief presentation. To attend, please contact Frank Forcier, Choice Hotels International at (952) 442-9987 or frank_forcier@choicehotels.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 http://www.choicehotels.com/ .

* Source: Internal data, calculated based on number of franchisees in 2004 who elected not to seek renewal of their franchise agreement at the end of the Term.

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SOURCE: Choice Hotels International, Inc.

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