

## **Choice Hotels Builds Momentum in Mexico With Three New Hotels in Mexico City and Partnership With Mexicana Airlines**

PRNewswire-FirstCall  
SILVER SPRING, Md.

Choice Hotels International, Inc. today announced the opening of three new hotels in the growing Mexico City market and the signing of an agreement with Mexicana Airlines as its eleventh airline rewards partner.

"These important milestones underscore our commitment to the Mexican market, the ninth largest economy in the world, and our belief that Mexico represents a significant growth opportunity for Choice Hotels," said Bruce Haase, senior vice president of Choice Hotels' international division. "Mexico City is one of the world's largest and fastest growing cities, and our new properties are perfectly situated for visitors to the city in the upscale Zona Rosa and Colonia Roma neighborhoods. And our new partnership with Mexicana Airlines enables Choice Hotels' guests to earn airlines miles for every qualifying stay at any one of over 4,000 Choice hotels in the United States, Mexico, Canada and the Caribbean."

Choice Hotels Mexico's three properties in Mexico City are now open and receiving guests. A Quality Inn and a Quality Suites are located in the Zona Rosa neighborhood, and the Colonia Roma neighborhood is home to a newly-built, seven-floor Quality Inn.

"The Mexican hospitality market is a robust one, and there is growing interest in mid-scale brands such as Quality and Comfort," says German Fernandez del Busto, general director of Choice Hotels Mexico, the wholly owned subsidiary of Choice Hotels International. "Choice has put in place several marketing programs that are increasing brand awareness and demand for our nine Mexican hotels. As we increase our market penetration in Mexico, we hope to drive guests to Choice's domestic properties, as nearly 12 million Mexicans travel to the United States annually."

Effective June 15, members of Mexicana Airlines loyalty program, Frecuenta, will earn 250 miles per eligible stay at Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, MainStay Suites, Econo Lodge or Rodeway Inn hotels in the United States, Canada, Mexico and the Caribbean. To receive miles, members simply provide their Frecuenta number at check-in.

Members of the Choice Privileges reward program can also now earn points in Mexico.

### About Choice Hotels

Choice Hotels International franchises more than 5,200 hotels, representing more than 425,000 rooms, in the United States and more than 40 countries and territories. As of March 31, 2006, 653 hotels are under development in the United States, representing 51,157 rooms, and an additional 69 hotels, representing 6,223 rooms, are under development in more than 20 countries and territories. The company's Cambria Suites, Comfort Inn, Comfort Suites, Quality, Clarion, Sleep Inn, Econo Lodge, Rodeway Inn, MainStay Suites and Suburban Extended Stay Hotel brands serve guests worldwide.

Additional corporate information may be found on the Choice Hotels Internet site, which may be accessed at <http://www.choicehotels.com/>.

Choice Hotels, Choice Hotels International, Cambria Suites, Clarion, Quality, Comfort Suites, Comfort Inn, 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, Inc.

CONTACT: David Peikin of Choice Hotels International, Inc.,  
+1-301-592-6361; fax, +1-301-592-6177; or david\_peikin@Choicehotels.com

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

---

<https://stage.mediaroom.com/choicehotels/2006-05-10-Choice-Hotels-Builds-Momentum-in-Mexico-With-Three-New-Hotels-in-Mexico-City-and-Partnership-With-Mexicana-Airlines>