

Choice Hotels Asks, 'Where Will Your First Purchase Take You?' **Choice Hotels Announces Summer Promotion: Get a Choice Privileges Visa Card, Earn Bonus Points for Three Free Nights at More Than 1,000 Locations Across North America**

PRNewswire-FirstCall
SILVER SPRING, Md.

Choice Hotels International, Inc., today announced its summer "Where Will Your First Purchase Take You?" promotion, through which guests can receive Choice Privileges bonus points worth three free nights at more than 1,000 Choice Hotels properties across North America.*

Under this promotion, guests receive the Choice Privileges bonus points after applying for a no annual fee Choice Privileges Visa Platinum credit card between June 1 and August 31, 2006; receiving approval; and using the card by November 1, 2006. The points can be redeemed for free nights at Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion or MainStay Suites brand hotels in North America.

"Offering not the usual one, but instead three free nights, is a stand-out offer that will really appeal to current and potential guests," said Wayne Wielgus, executive vice president and chief marketing officer for Choice Hotels. "We are very excited to be joining with Bank of America to offer such a generous reward to individuals that sign up for the Choice Privileges Visa card, and we expect this to be one of our most successful summer promotions ever."

With the Choice Privileges Visa Platinum credit card, issued by Bank of America, N.A. (USA), travelers can earn free nights even faster. Every time and everywhere cardholders use the Choice Privileges Visa credit card for purchases, they earn additional Choice Privileges points.

Choice Privileges points can be earned at any Choice mid-scale brand hotel in the U.S., Canada, Mexico or the Caribbean. Points can be redeemed for room nights, airline miles, charitable donations or gift certificates from more than 100 national and 400 regional retailers and restaurants. The Choice Privileges rewards program also offers members special benefits such as express reservations, express check-in, free local phone calls and incoming faxes, complimentary newspapers and extended check-out.

Travelers may learn more about the advantages of Choice Privileges membership by visiting <http://www.choiceprivileges.com/>, calling 888.770.6800 or by inquiring at the front desk of any Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion or MainStay Suites brand hotel in North America.

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/>.

About Bank of America

Bank of America is one of the world's largest financial institutions, serving individual consumers, small and middle market businesses and large corporations with a full range of banking, investing, asset management and other financial and risk-management products and services. The company provides unmatched convenience in the United States, serving more than 54 million consumer and small business relationships with more than 5,700 retail banking offices, more than 16,700 ATMs and award-winning online banking with more than 19 million active users. Bank of America is the No. 1 overall Small Business Administration (SBA) lender in the United States and the No. 1 SBA lender to minority-owned small businesses. The company serves clients in 175 countries and has relationships with 98 percent of the U.S. Fortune 500 companies and 79 percent of the Global Fortune 500. Bank of America Corporation stock is listed on the New York Stock Exchange.

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

* Three free nights based on an 8,000 point Choice Privileges award night.
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 24,000 points to be deposited into your Choice Privileges account. To be eligible, you must apply for the credit card between June 1 and August 31, 2006 and use the card by November 1, 2006. Credit subject to approval. Normal credit standards apply. The Choice Privileges Visa Platinum card is issued by Bank of America, N.A. (USA).

SOURCE: Choice Hotels International, Inc.

CONTACT: Robin Ferrier of Choice Hotels International, Inc.,
+1-301-592-6719, Fax: +1-301-592-6177, robin_ferrier@choicehotels.com

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

<https://stage.mediaroom.com/choicehotels/2006-05-24-Choice-Hotels-Asks-Where-Will-Your-First-Purchase-Take-You>