Choice Hotels Hires Mark Weiner as Vice President, Customer Care

Move a Part of Choice's Continuing Emphasis on Guest Satisfaction

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SILVER SPRING, Md.

Choice Hotels International, Inc. today announced that it has hired Mark Weiner as vice president, customer care. In this newly created position, which is part of the company's recent increased emphasis on guest satisfaction, Weiner will oversee the company's customer service initiatives. He will develop and execute the company's Customer Care strategy, working with various departments to deliver exceptional services and improve guest experience before, during and after the stay. Weiner will report to Janna Morrison, senior vice president, customer care and technology services.

(Photo: http://www.newscom.com/cgi-bin/prnh/20060628/DCW059)

Weiner joins Choice from Travelocity where he was vice president, sales and customer care, responsible for business development, process reengineering and strategic/operations planning for the company's contact center organization. He also oversaw customer care support functions, including customer relations, help desk and ticket fulfillment.

"Customer care is an integral component of our growth strategy, and Mark's addition will help us provide increased focus as to how we can work with our more than 5,200 hotels to deliver an even better guest experience," said Morrison. "Mark's extensive background within the industry -- which runs the gamut from travel-related Web sites to airlines -- combined with his tremendous knowledge of customer service, will be a great benefit to Choice Hotels."

Prior to Travelocity, Weiner worked for SABRE, American Airlines, Pan American World Airways and Innkeeper Associates. Weiner holds a B.A. in Economics from the University of California-Los Angeles and an MBA from New York University.

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/.

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