

Choice Hotels' 'Stay 2 Times. Earn A Free Night At Over 1,000 Hotels' Promotion Makes A Return Engagement For Fall 2006 No Limit to Number of Free Nights Travelers Can Earn

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Back by popular demand, Choice Hotels International, Inc. reintroduces its "Stay 2 Times. Earn A Free Night At Over 1,000 Hotels." fall promotion. Travelers once again have the opportunity -- from September 1 through December 15 -- to earn a free night's lodging at over 1,000 hotels after two separate stays at any Comfort Inn, Comfort Suites, Quality Inn, Sleep Inn, Clarion or MainStay Suites brand hotels in the U.S., Canada, Caribbean and Mexico. (Consecutive nights at one hotel, regardless of check-ins or check-outs, count as one stay.)

"Our 'Stay Twice' promotion is continually among the industry's most popular promotions for both business and leisure travelers," said Wayne Wielgus, executive vice president and chief marketing officer for Choice Hotels. "Rather than mess with success, we are simply giving guests at our hotels what they want ... in short, one of the most generous rewards programs on the market."

To participate, guests must be members of the Choice Privileges guest rewards program. They can join Choice Privileges as they check in or check out, and their stay will immediately count toward the promotional free night, which can be used at over 1,000 hotels throughout the U.S., Canada, Mexico and the Caribbean. There are no blackout dates for when free nights can be used and no limit on the number of free nights a traveler can earn.

Choice Privileges Visa Platinum credit cardholders earn free nights even faster. Every time and everywhere travelers use their Choice Privileges Visa card, they earn additional Choice Privileges points. Points can be redeemed for room nights, airline miles, or gift certificates at more than 100 national and 400 regional retailers and restaurants. The Choice Privileges rewards program also offers other special member benefits, including express reservations, express check-in, complimentary room upgrade (upon availability), free local phone calls and incoming faxes, complimentary newspaper and extended check-out.

More information about Choice Privileges member benefits is available by visiting choiceprivileges.com, calling 888.770.6800 or by inquiring at the front desk of any Comfort Inn, Comfort Suites, Quality Inn, Sleep Inn, Clarion or MainStay Suites brand hotel in the U.S.

Choice began running ads August 21, 2006 on a variety of broadcast and print outlets including: CNN, ESPN, Lifetime, USA Network, The Travel Channel, USA Today, Travel Weekly, AOL, and other major media outlets.

Choice Hotels International franchises more than 5,200 hotels, representing more than 430,000 rooms, in the United States and more than 40 countries and territories. As of June 30, 2006, 687 hotels are under development in the United States, representing 53,765 rooms, and an additional 65 hotels, representing 5,993 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 choicehotels.com.

The free night is based on an 8,000 point Choice Privileges reward night. A free night may require more points at certain hotels. Members can earn points for stays when paying

eligible rates. A stay is defined as any number of consecutive nights at one hotel regardless of check-ins or check-outs. Bonus points will be added to points earned from every two qualifying stays, with arrival between September 1, 2006 and December 15, 2006, to reach the 8,000 point reward level. Allow 72 hours from check-out for points to post to your account. For program details and point redemption rules, visit choiceprivileges.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.

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