

**EA\$Y CHOICE Members Earn Free Nights Twice as Fast
Get Double EA\$Y CHOICE Stamps on Stays at Rodeway Inn, Econo Lodge Hotels
This Fall**

PRNewswire-FirstCall
SILVER SPRING, Md.

Choice Hotels International, Inc. announced today that it is reintroducing its double EA\$Y CHOICE stamps promotion this fall for stays at all Rodeway Inn and Econo Lodge brand hotels. The promotion runs through November 30.

Starting September 1, 2006, any guest at Choice's Rodeway Inn or Econo Lodge hotels can stay one night and get two EA\$Y CHOICE stamps. Guests that fill up an EA\$Y CHOICE stamp card can redeem the card for a credit toward a future stay*.

"We're very pleased to be able to offer this popular promotion again this year at the more than 1,000 Econo Lodge and Rodeway Inn hotels nationwide," said Wayne Wielgus, executive vice president and chief marketing officer for Choice Hotels. "Econo Lodge and Rodeway Inn hotels offer travelers affordable accommodations, and this promotion will enable them to stretch their travel dollar even further by earning free nights or additional discounts in half the time."

Customers will begin hearing radio ads August 28 on a number of networks including ABC, Premiere, Westwood, Dial Communications Global Media, and Media America radio stations. Print and online advertisements in consumer and travel trade publications will also outline the promotion to travelers, running the week of September 1.

EA\$Y CHOICE stamps are available at every Econo Lodge and Rodeway Inn brand hotels throughout the U.S. and can be redeemed for room credits at any Econo Lodge or Rodeway Inn brand hotel in the U.S. During this promotion, two stamps may be earned for each qualifying night's stay. Guests may earn a maximum of ten stamps per stay -- enough to qualify for a free night's lodging (\$50) at most locations. Six stamps may be redeemed for \$25 off a future stay, and three stamps may be redeemed for \$10 off a future stay.

For more information about the EA\$Y CHOICE rewards program, visit easychoiceonline.com or call 888.770.6800. Additional information on the fall promotion, as well as other promotional offers by Choice Hotels, is available at choicehotels.com.

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.

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*Earn two stamps per night (maximum of 10 stamps per stay) for qualifying stays between September 1 and November 30, 2006. Offer valid at any Econo Lodge or Rodeway Inn hotel

in the U.S. Stamps will be awarded upon completion of the stay. For program details visit easychoiceonline.com or see the EA\$Y CHOICE stamp card.

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