

Choice Hotels Choice Privileges Rewards Program Surpasses 5,000,000 Member Milestone

Meredith Mande of Green Bay, Wisconsin is Program's 5,000,000th Member

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Choice Hotels International, Inc. today announced that membership in its Choice Privileges rewards program had recently surpassed the 5,000,000 member mark. Launched in 1998, Choice Privileges enables members to earn points or airline rewards for qualifying stays at over 3,000 Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion and MainStay Suites hotels throughout the U.S., Canada, Caribbean and Mexico.

"The Choice Privileges rewards program has proved to be very popular among business and leisure travelers from coast to coast," said Bill Carlson, senior vice president, consumer revenue growth, Choice Hotels. "Additionally, Choice Privileges has proven to be a tremendous value-add to our hoteliers, supporting Choice's mission of maximizing our franchisees' return on investment. The tremendous benefits this program offers the traveling public is helping us continue to add members at a brisk clip."

Meredith Mande, 30, of Green Bay, Wisconsin was the 5,000,000th member of the program. In commemoration of the milestone, Mande received 70,000 Choice Privileges points.

"I recently enrolled in Choice Privileges during an extended road trip through the heartland of the nation, during which I traveled with my boyfriend from Wisconsin to New Orleans and back," noted Mande. "The warm, friendly hospitality I encountered along the way in my stops in Kenosha, Wisconsin, Grenada, Mississippi and New Orleans made my trip even more enjoyable. I look forward to utilizing my Choice Privileges points in the near future."

Choice Privileges members receive a wide range of benefits, including express reservations, express check-in and complimentary extended check-out. In addition to room nights and airline rewards, points can also be redeemed for gift certificates to nationally recognized retailers, restaurants and entertainment providers or donated to charities. To enroll in the program, visit <http://www.choiceprivileges.com/> or call 888.770.6800.

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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