Choice Hotels and Preferred Hotels & Resorts Join Forces Again to Offer the World to Choice Privileges Members

Choice Privileges Points Redeemable for Free Nights at 135 of World's Most Distinctive Hotels and Resorts

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Choice Hotels International, Inc. is again offering the world to members of Choice Privileges, the Choice Hotels guest rewards program. Through a renewed partnership with Preferred Hotels & Resorts, a global brand of independently owned luxury hotels and resorts that represent the highest standards of quality and excellence, Choice Privileges members may now redeem points for free nights at over 150 of the world's best hotels.

"Preferred Hotels & Resorts represents some of the most luxurious hotels and resorts at the world's premier leisure travel destinations," said Bill Carlson, senior vice president, Consumer Revenue Growth for Choice Hotels. "This agreement with Preferred as our luxury partner elevates our Choice Privileges guest rewards program to a level typically found only in upscale hotel companies' rewards programs."

Choice Privileges members who earn points by staying at Choice's Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion and MainStay Suites hotel brands may redeem points for free nights at most of the 135 luxurious Preferred Hotels & Resorts properties worldwide. With hotels in 28 countries, Preferred Hotels & Resorts are among the finest in the world. The company prides itself on the distinctiveness and diversity of its properties -- in terms of their location, ambiance, decor and culture -- along with their perennially world-class service.

"Having been their exclusive luxury hotel partner in years past, Choice Hotels has proven to be a wonderful partner, affording us a vast new audience of discriminating travelers to whom we can offer premium vacation opportunities, and we are very pleased to renew this relationship with Choice and its Choice Privileges members," said Michelle Woodley, senior vice president, Marketing and Distribution for Preferred Hotel Group.

As always, with the Choice Privileges rewards program, there are no blackout date restrictions on point redemption at a Preferred property. Awards nights must be booked within 30 days of arrival for locations in the U.S. and Canada and within 60 days of arrival for all other locations.

Choice Privileges VISA 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 worldwide, airline miles, or gift certificates at more than 350 national and 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.

About Preferred Hotels & Resorts:

Discerning travelers have a preference -- for individualized experiences, for anticipatory service, for sophisticated style -- for Preferred Hotels(R) & Resorts. Preferred Hotels & Resorts is the ultimate luxury collection, featuring more than 150 exceptional hotels and resorts in the most desirable locations around the world. A member of the Preferred Hotel Group family of brands, Preferred Hotels & Resorts celebrates

the individuality of its properties and intuitively understands the preferences of its guests.

Headquartered in Chicago, the company has sales offices in New York, Los Angeles, London, Milan, Stockholm, Munich, Sao Paulo, Hong Kong, Tokyo, Mexico City, Singapore, Moscow, New Delhi and Sydney. For more information on Preferred Hotels & Resorts, visit the company's Web site at http://www.preferredhotels.com/.

About Choice Hotels

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.

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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