

Cash in Quicker with EA\$Y CHOICE(R)

Guests Can Earn a \$50 Room Credit in as Little as Four Nights This Spring at Econo Lodge Hotels and Rodeway Inn Hotels

PRNewswire-FirstCall
SILVER SPRING, Md.

Choice Hotels International, Inc. announced today the return of the popular double EA\$Y CHOICE stamps promotion and an even faster way to earn a \$50 room credit. The offer starts February 1 and runs until April 30, 2007.

Along with receiving double EA\$Y CHOICE stamps for each night of a qualifying stay during the promotion period, consumers can redeem just eight stamps for a \$50 room credit, instead of the usual 10. That means they can earn a \$50 credit in as little as four nights.

EA\$Y CHOICE reward stamps are available, and can be redeemed, at Econo Lodge and Rodeway Inn brand hotels throughout the United States.

"It's never been easier to earn a \$50 room credit than it is this spring at more than 1,000 Econo Lodge and Rodeway Inn hotels nationwide," said Bill Carlson, senior vice president, consumer marketing for Choice Hotels. "EA\$Y CHOICE is offering great rewards that can quickly be redeemed right at the hotel front desk."

About Choice Hotels

Choice Hotels International franchises more than 5,300 hotels, representing more than 430,000 rooms, in the United States and more than 40 countries and territories. As of September 30, 2006, 736 hotels are under development in the United States, representing 57,117 rooms, and an additional 72 hotels, representing 6,462 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 Choice Hotels' Internet site, which may be accessed at <http://www.choicehotels.com/>.

Guests can earn two stamps per night (maximum of 10 stamps per stay) for qualifying stays between February 1 and April 30, 2007. Guests receive a \$50 room credit on a future stay when redeeming eight stamps during the promotion period. 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.

Choice Hotels, Choice Hotels International, Cambria Suites, Comfort Inn, Comfort Suites, Quality, Clarion, Sleep Inn, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn are proprietary trademarks and service marks of Choice Hotels International.

First Call Analyst:
FCMN Contact: david_peikin@choicehotels.com

SOURCE: Choice Hotels International, Inc.

CONTACT: David Peikin of Choice Hotels International, Inc.,
+1-301-592-6361, Fax: +1-301-592-6177, or david_peikin@choic-hotels.com

Web site: <http://www.choic-hotels.com/>
<http://www.easychoic-online.com/>

<https://stage.mediaroom.com/choic-hotels/2007-01-18-Cash-in-Quicker-with-EA-Y-CHOICE-R>