

Choice Hotels Names Caroline Racine Director, Caribbean Franchise Development

Appointment Reinforces Choice's Commitment to Expand Its Brand Presence Throughout the Region

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Worldwide lodging franchisor Choice Hotels International today announced that it has named Caroline Racine to the position of director, Caribbean franchise development. In her new role, Caroline will be responsible for increasing the brand awareness and distribution of Choice's 10 brands throughout the Caribbean via conversion and new construction opportunities. Her appointment follows Choice's signing of a three-year strategic alliance partnership with the Caribbean Hotel Association (CHA) that designates Choice as its exclusive lodging partner.

A nine-year Choice employee, Racine previously was in the company's worldwide sales and intermediary marketing division, where she led the largest leisure partnership, AAA/CAA, as the primary interface with executives and club presidents. Racine speaks French and Creole fluently and has a Caribbean cultural heritage.

"Hotel developers in the Caribbean will find Caroline Racine's extensive sales, marketing and industry expertise to be a tremendous asset," said Brian Parker, vice president, emerging markets & new business development. "As evidenced by our agreement with the CHA and Caroline's hiring, Choice is committed to expanding our brand presence in this burgeoning market, and we are now ideally positioned for success."

In her new position, Racine is a member of Choice's emerging markets division. The division focuses on recruiting minority franchisees to the Choice system and franchisees from non-lodging industries regardless of ethnicity. It also is tasked with growing Choice's brand awareness and distribution throughout the Caribbean region.

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 December 31, 2006, 860 hotels are under development in the United States, representing 66,238 rooms, and an additional 70 hotels, representing 6,317 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/>.

NOTE: 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.

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