

## **Choice Hotels Asks, 'With Two Free Nights, How Will You Spend Your Days?'**

**Choice Hotels Announces Major Promotion: Get a Choice Privileges(R) Visa(R) Card, Earn Enough Bonus Points for Two Free Nights at More Than 1,000 Locations**

PRNewswire-FirstCall  
SILVER SPRING, Md.

Choice Hotels International, Inc., today announced a new "With Two Free Nights, How Will You Spend Your Days?" promotion, through which guests can receive Choice Privileges bonus points worth two free nights at more than 1,000 Choice Hotels properties across North America.\*

This summer get the Choice Privileges Visa card and get two free nights after qualifying purchases are made. Apply for the card between May 1 and August 16, 2007, make purchases totaling \$150 within 75 days of the account open date and you'll get enough points for two free nights at over 1,000 Comfort Inn(R), Comfort Suites(R), Quality Inn(R), Sleep Inn(R), Clarion(R), MainStay Suites(R) or Suburban Extended Stay(R) locations in North America.

"Offering not the usual one, but instead two free nights, is a stand-out offer that will really appeal to current and potential guests," said Bill Carlson, senior vice president, consumer revenue growth for Choice Hotels. "We are very excited to be joining with Bank of America to offer such a generous reward to individuals that apply for the Choice Privileges Visa card, and we expect this to be one of our most successful promotions ever."

With the Choice Privileges Visa credit card, provided by Bank of America, travelers can earn free nights even faster. Every time and everywhere cardholders use the Choice Privileges Visa credit card for purchases, they earn additional Choice Privileges points.

Choice Privileges points can be earned at any Choice midscale brand hotel in the U.S., Canada, Mexico or the Caribbean. Points can be redeemed for room nights, Airline Rewards, charitable donations or gift certificates from more than 100 national and 400 regional retailers and restaurants. The Choice Privileges rewards program also offers members special benefits such as express reservations, express check-in, free local phone calls and incoming faxes, complimentary newspapers and extended check-out.

Travelers may learn more about the advantages of Choice Privileges membership by visiting [choiceprivileges.com](http://choiceprivileges.com), calling 888.770.6800 or by inquiring at the front desk of any Comfort Inn, Comfort Suites, Quality Inn, Sleep Inn, Clarion, Cambria Suites(TM), MainStay Suites or Suburban Extended Stay brand hotel in North America.

### **About Choice Hotels**

Choice Hotels International franchises more than 5,300 hotels, representing more than 435,000 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 15 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 [choicehotels.com](http://choicehotels.com).

## About Bank of America

Bank of America is one of the world's largest financial institutions, serving individual consumers, small and middle market businesses and large corporations with a full range of banking, investing, asset management and other financial and risk-management products and services. The company provides unmatched convenience in the United States, serving more than 55 million consumer and small business relationships with more than 5,700 retail banking offices, through more than 17,000 ATMs and award-winning online banking with more than 21 million active users. Bank of America is the No. 1 overall Small Business Administration (SBA) lender in the United States and the No. 1 SBA lender to minority-owned small businesses. The company serves clients in 175 countries and has relationships with 98 percent of the U.S. Fortune 500 companies and 80 percent of the Global Fortune 500. Bank of America Corporation stock is listed on the New York Stock Exchange. <http://www.bankofamerica.com/> Choice Hotels, Choice Hotels International, Cambria Suites, Clarion, Quality, Comfort Suites, Comfort Inn, Sleep Inn, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge, Rodeway Inn and Choice Privileges are proprietary trademarks and service marks of Choice Hotels International.

\*Two free nights based on an 8,000 point Choice Privileges reward night in the U.S. A free night may require more points at certain hotels. For point level information, visit [choiceprivileges.com](http://choiceprivileges.com). To be eligible for this offer, you must apply for the credit card between May 1, 2007 and August 16, 2007 and use it to make \$150 of qualifying net retail transactions that post within 75 days of the account open date. Please allow 4-6 weeks after the qualifying transaction(s) post for the points to be deposited into your Choice Privileges account. You must maintain a U.S. address (including U.S. territories) to have a Choice Privileges Visa card account. Choice Privileges terms and conditions apply. See [choicehotels.com](http://choicehotels.com) for details.

For information about the rates, fees, other costs, and benefits associated with the use of this card, please see [bankofamerica.com](http://bankofamerica.com).

Credit cards are issued by FIA Card Services, N.A.

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](mailto:david_peikin@choicehotels.com)

SOURCE: Choice Hotels International, Inc.

CONTACT: Heather Soule of Choice Hotels International, Inc.,  
+1-301-628-4361, Fax +1-301-592-6177, [heather\\_soule@choicehotels.com](mailto:heather_soule@choicehotels.com)

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

---

<https://stage.mediaroom.com/choicehotels/2007-04-26-Choice-Hotels-Asks-With-Two-Free-Nights-How-Will-You-Spend-Your-Days>