

## **Choice Hotels Unveils New Econo Lodge Logo To Better Convey Brand's More Contemporary, Sleek Amenities and Offerings**

PRNewswire-FirstCall  
SILVER SPRING, Md.

Choice Hotels International, Inc. introduced a new, more modern, stylish logo for its Econo Lodge brand to an enthusiastic audience of its franchisees at Choice's 53rd Annual convention, held last week in Orlando, Florida. The more inviting, bright logo, a result of extensive consumer research, is a culmination of a wealth of enhanced brand standards and guest satisfaction programs geared to position the brand for long-term growth and success.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20070515/NETU142LOGO> )

"For nearly 40 years, the Econo Lodge logo has served as a familiar beacon for travelers as they have driven across our nation's highways," said Kevin Bradt, division president, economy market brands, Choice Hotels. "Econo Lodge was born from various guest room innovations, which are now commonplace in our industry. By moving back to our roots through innovation we have become a different, more modern brand."

Econo Lodge hotels have benefited from many recent brand initiatives that have been warmly received by both consumers and franchisees while creating a stronger guest experience. The Econo Lodge hotspot was implemented at domestic hotels in 2006 and provides guests complimentary wireless Internet access. In fact, several hundred thousand guests have already logged in via the Econo Lodge wireless access, greatly surpassing early usage projections. In addition, all domestic hotels now offer guests a complimentary USA Today newspaper during the week and the free, fast and easy Breakfast by Econo Lodge.

The brand is also in the midst of rolling out its Bright Starts bath experience, which includes a redesigned line of energizing body care products, a hookless shower curtain and upgraded towels. From an operational perspective, Econo Lodge owners can effectively and efficiently receive more guest reservations through the use of choiceADVANTAGE, a fully Web-based property management system that allows full inventory synchronization with Choice's central reservation system to maximize rate and occupancy yields.

Working in close collaboration with its hotel owners and the Econo Lodge Franchisee Association (ELFA), Econo Lodge brand management is confident that this new image and positioning for the brand will be a success and help to continue to provide a great stay and a great value for business and leisure travelers to its nearly 900 domestic Econo Lodge hotels.

The new logo will be rolled out over the next eighteen months. This summer, travelers can anticipate to begin to see the updated logo on exterior signage on new Econo Lodge hotels. A comprehensive brand re-imaging package featuring the new logo will be introduced at the end of the year, with full implementation anticipated by December 31, 2008.

### About Choice Hotels

Choice Hotels International franchises more than 5,400 hotels, representing more than 440,000 rooms, in the United States and 39 countries and territories. As of March 31, 2007, 833 hotels are under development in the United States, representing 64,078 rooms, and an additional 70 hotels, representing 6,463 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 <http://choicehotels.com/> .

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AP Archive: <http://photoarchive.ap.org/>

AP PhotoExpress Network: PRN4

PRN Photo Desk, photodesk@prnewswire.com

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