

## **Win a Part in a Choice Hotels Commercial**

### **New Online Video Contest Gives One Lucky Winner a Shot at Their 15 Seconds of Fame**

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SILVER SPRING, Md.

Choice Hotels International, Inc. announced today its newest promotional contest "Win a Part in Our Next Commercial," in which one lucky online user will win a walk-on part in a Choice Hotels commercial. This campaign is part of the new fall promotion for the company's customer loyalty rewards program, Choice Privileges where members can earn a free night when they stay two separate times at any participating hotels. For the contest, online users are urged to create a video showing how the new fall promotion brings you together with a loved one, an old friend, an important business client, or someone else.

Video submissions can be uploaded via <http://www.choicehotels.com/winapart> between September 6 and October 22, at which point Choice will review all entries and select the top ten. On October 25, the top ten videos will be posted on the website where visitors can vote once a day for the contestant they think should win the commercial part. Voting ends November 30 and the winner of the contest will be officially announced in early December.

The lucky winner will not only win a walk-on part in a Choice commercial but also roundtrip airfare to the location of the commercial shoot, three days and two nights accommodations, meals, spending money, and ground transportation between the hotel and airport.

"With our valued guests showing such a great interest in social media, we figured why not give them a chance to participate in an interactive contest where they can showcase their creativity and their love for travel," said Bill Carlson, senior vice president, marketing, Choice Hotels. "This is also a great way for us to engage our travelers and find out why they travel."

NO PURCHASE NECESSARY. Legal residents of the 50 United States, 21 years or older and have video-production, editing and uploading capabilities as of September 6, 2007. Entrants can submit one video per day. For Official Rules, visit <http://choicehotels.eprize.net/winapart>. Void where prohibited.

#### About Choice Hotels

Choice Hotels International franchises more than 5,400 hotels, representing more than 445,000 rooms, in the United States and 39 countries and territories. As of June 30, 2007, 858 hotels are under development in the United States, representing 67,740 rooms, and an additional 85 hotels, representing 8,007 rooms, are under development in more than 20 countries and territories. The company's Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn brands serve guests worldwide.

Additional corporate information may be found on Choice Hotels' Internet site, which may be accessed at <http://www.choicehotels.com/>.

Choice Hotels, Choice Hotels International, Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, 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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