

## **USA Today Names Choice Hotels Among Top 50 Franchises For Minorities**

### **Worldwide Lodging Franchisor Selected Among Best of the Best by the National Minority Franchising Initiative**

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Choice Hotels International is proud to announce that it has been named by USA Today as one of the top 50 franchises for minorities, as selected by the National Minority Franchising Initiative. According to the NMFI, Choice was selected based on its aggressive and exceptional focus on recruiting and supporting minority franchisees into its system.

"This recognition truly is an honor as our organization is extremely committed to minority franchise ownership," said Brian Parker, vice president of emerging markets and new business development for Choice Hotels. "For minorities seeking to get into the hotel business, Choice Hotels is the ideal company to get their start due to our diverse brand offering and affordability relative to our competition."

Thanks to its efforts, the emerging markets and new business development team at Choice has brought in over 45 minority franchisees into the Choice system in the past two years. This increase in minority-owned hotels can be attributed to several key initiatives set forth by the team including three separate minority incentive programs for hotel development and acquisition and the lodging industry's first web site specifically designed for minority franchise recruitment. Through the creation of networking opportunities, Choice Hotels has been able to provide its minority hotel owners with a way to share knowledge and best practices while providing a platform to recruit new minority franchisees into the Choice system. In addition to these networking opportunities, the Choice Hotels African American Owners Alliance and the Choice Hotels Hispanic Owners Alliance were created to provide additional support for the company's minority franchisees. The department also conducts franchise seminars across the country in an effort to educate minority entrepreneurs about the lodging industry and benefits of hotel ownership.

Over 280 companies were evaluated by the NMFI using a specific set of qualifying requirements. Selection factors were based on a variety of aspects including brand identification, performance, market dynamics, stability and franchisee satisfaction including training and support. Detailed questionnaires completed by senior management and current franchisees of the franchisor organization were also used in making final decisions for the list.

"Choice Hotels is truly deserving of this recognition as their record demonstrates exceptional franchise leadership," said Everett Wallace, co-founder of the National Minority Franchise Initiative. "Choice has developed innovative approaches that are setting a new standard of excellence in outreaching to underrepresented minorities in the franchise industry."

#### About Choice Hotels

Choice Hotels International franchises more than 5,500 hotels, representing more than 450,000 rooms, in the United States and 37 countries and territories. As of September 30, 2007, 872 hotels are under development in the United States, representing 68,853 rooms, and an additional 82 hotels, representing 7,970 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 [www.choicehotels.com](http://www.choicehotels.com).

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