

## **Brian Parker Selected for Black Enterprise Magazine's 2007 'Hot List' of America's Most Powerful Players Under 40 for the Second Time**

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Worldwide lodging franchisor Choice Hotels International is proud to announce that Brian Parker, vice president of emerging markets and new business development, was named to Black Enterprise magazine's "The Hot List: America's Most Powerful Players Under 40."

The magazine's December issue featuring "The Hot List" includes extraordinary professionals, entrepreneurs, and dealmakers. Power players on the list include CEOs, politicians, financiers, scientists, and numerous entertainment moguls including Tyra Banks, Sean "Diddy" Combs, Beyonce Knowles, LeBron James, Will Smith, and Eldrick "Tiger" Woods. Parker is one of 22 individuals returning from the previous 2005 list and the only honoree representing the lodging industry.

Parker leads the emerging markets and new business development franchise sales efforts for Choice Hotels, identifying and recruiting qualified entrepreneurs and developers from outside the lodging industry. He is also responsible for leading the company's Caribbean franchise development efforts and diversifying the company's franchisee base by recruiting successful minority entrepreneurs to become owners of Choice brand hotels.

"Under his leadership, the lodging franchisor has increased its number of franchises with minority and non-lodging entrepreneurs by an impressive 25 percent, adding 45 new minority franchisees of which 30 are African American," according to Black Enterprise magazine in its description of Parker's recent achievements at Choice Hotels.

"I am extremely honored to have made this very distinguished list for the second time," said Parker. "The impact this young African American talent is having on our society is absolutely phenomenal."

Parker was included in Black Professionals Magazine's list of the "Top 100 Blacks in Corporate America," Black Meetings/Tourism Magazine's "Top Blacks in Lodging" and Hotel & Motel Management Magazine's "Leaders Of Tomorrow." In 2002, Travel Agent Magazine named him one of the 100 Rising Stars in the travel 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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