

## **Econo Lodge and Rodeway Inn Brands Join Choice Privileges Rewards Program**

**Guests Now Receive Rewards Points at all Ten Choice Hotels Brands**

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Worldwide lodging franchisor Choice Hotels International is proud to announce that its award-winning guest loyalty program Choice Privileges will now include the Econo Lodge and Rodeway Inn hotel brands. Effective January 1, 2008, more than 1,000 Econo Lodge and Rodeway Inn brand hotels will transition from their current rewards program, EA\$Y CHOICE, to the Choice Privileges rewards program.

The move to incorporate these two brands into the Choice Privileges rewards program will allow Choice Hotels to achieve marketing and communications efficiencies by operating a single guest loyalty program. Furthermore, Choice Privileges members have indicated a strong interest in seeing the Econo Lodge and Rodeway Inn brands added to the program.

"We are thrilled to be able to offer our 6 million-plus members two new brands to choose from along with all the other Choice Privileges perks," said Greg Brown, vice president of Choice Privileges for Choice Hotels.

Membership in the Choice Privileges program is free and offers points good towards free stays, airline miles or gift certificates while staying at Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn brand hotels in the United States, Canada, Mexico, Ireland and the Caribbean.

"This is a great opportunity for our guests to enjoy one of the fastest growing guest loyalty programs in the industry," said Kevin Bradt, president of economy brands for Choice Hotels. "We believe Choice Privileges will be an excellent match for Econo Lodge and Rodeway Inn guests, addressing their travel wants and needs."

Starting January 1, 2008, EA\$Y CHOICE stamps will no longer be distributed and members can begin earning Choice Privileges points on all qualifying Econo Lodge and Rodeway Inn stays. Customers will still be able to redeem stamps at Econo Lodge and Rodeway Inn hotels for room credit until March 31, 2008. In addition, until March 31, 2008, stamps can be redeemed for Choice Privileges points at a rate of one stamp for 500 points.

### **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 the Choice Hotels Web site, which may be accessed at [www.choicehotels.com](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, Rodeway Inn, Choice

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