

More Points Equals Faster Rewards

Guests Can Earn an Extra 1,000 Points this Summer with Choice Privileges

PRNewswire-FirstCall
SILVER SPRING, Md.

The Choice Privileges rewards program from Choice Hotels International, Inc. is offering its members an extra 1,000 points this summer just for staying at a Choice economy or extended stay brand hotel.

"With over six and a half million members, Choice Privileges continues to grow. Consumers appreciate the value this program offers, and we're making that value even stronger just in time for the start of the summer family travel season," said Bill Carlson, senior vice president, marketing, Choice Hotels.

Members of the Choice Privileges program who book at choicehotels.com for qualifying stays between June 1 and August 14 at MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge or Rodeway Inn brand hotels in the U.S. will be eligible to receive 1,000 bonus points. Consumers can earn the 1,000 bonus points reward an unlimited number of times during the promotion period, without having to register*.

"We're very excited to be giving our members the opportunity to earn an extra 1,000 points this summer," added Greg Brown, vice president, Choice Privileges. "This is a great bonus on top of the rewards that Choice Privileges already offers, and it gives consumers one more reason to get out there and experience the world of travel."

Membership in the Choice Privileges rewards program is free. The program offers points towards free nights, Airline Rewards or hundreds of gift cards 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 (including Hawaii), Canada, Europe**, Mexico and the Caribbean.

For more information about the Choice Privileges rewards program, as well as other promotional offers by Choice Hotels, visit choiceprivileges.com.

About Choice Hotels

Choice Hotels International franchises more than 5,600 hotels, representing more than 455,000 rooms, in the United States and 38 countries and territories. As of March 31, 2008, 986 hotels are under development in the United States, representing 79,276 rooms, and an additional 96 hotels, representing 8,321 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 <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.

*Reservations must be made at choicehotels.com at qualifying rates and Choice Privileges member number must be provided upon check-in to be eligible for this promotion. After each qualifying stay, with arrival

between June 1 and August 14, 2008, at MainStay Suites, Suburban Extended Stay, Econo Lodge and Rodeway Inn hotels in the U.S., 1,000 bonus points will be added to members' Choice Privileges account within 72 hours of completed stay. A stay is defined as any number of consecutive nights at one hotel regardless of check-ins or check-outs. You must maintain a U.S. address (including U.S. territories) to be eligible for this promotion. For program details, qualifying rates and point redemption rules, visit choiceprivileges.com.

**Excluding Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden

First Call Analyst:
FCMN Contact: david_peikin@choicehotels.com

SOURCE: Choice Hotels International, Inc.

CONTACT: Rocco Loverro of Choice Hotels International, Inc.,
+1-301-592-6719, rocco_loverro@choicehotels.com

Web site: <http://www.choicehotels.com/>
<http://www.choiceprivileges.com/>

<https://stage.mediaroom.com/choicehotels/2008-05-13-More-Points-Equals-Faster-Rewards>