

Choice Hotels and American Express Offer Double Rewards Points for Stays in Europe

Choice Privileges Gives Guests the Opportunity to Earn Double Points at Over 300 European Hotels

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In celebration of the recent launch of the Choice Privileges rewards program in Europe, Choice Hotels International, Inc. and American Express are offering guests the chance to earn double Choice Privileges points on qualifying stays at over 300 properties in Europe. Starting September 1, guests who register in advance and pay with their American Express card will earn 10 bonus points per \$1 spent, in addition to the base 10 points (a total of 20 points per \$1 spent), for Choice Privileges stays in Europe*.

"Our members have been asking for the opportunity to earn rewards points for stays in Europe," said Mark Pearce, vice president of international operations for Choice Hotels. "We not only can offer this benefit to them, but we're making it twice as valuable this fall."

European travelers can take advantage of this offer for qualifying stays with arrival from September 1 through November 30, 2008 by registering in advance of their stay at choicehotels.com/axp. The promotion includes hotels under the Comfort, Quality and Clarion brands, all of which are franchised by Choice. Choice previously announced the addition of these European properties into its Choice Privileges rewards program in May of this year.

"This is a great opportunity for our more than seven million Choice Privileges members to be rewarded when they see more of the world this fall," said Greg Brown, vice president of Choice Privileges. "We were very excited to bring these European hotels into the program earlier this year, and now consumers have an additional reason to be excited with a promotion that will have them earning rewards even faster."

Choice Privileges is the award-winning rewards program from Choice Hotels where membership is free and offers points good towards free nights, Airline Rewards, gift cards and more 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 throughout the U.S. (including Hawaii), Canada, Europe (excluding Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden), Mexico and the Caribbean.

For more information on the Choice Privileges rewards program, visit <http://www.choiceprivileges.com/>.

About Choice Hotels

Choice Hotels International franchises more than 5,700 hotels, representing more than 460,000 rooms, in the United States and 40 countries and territories. As of June 30, 2008, 992 hotels are under development in the United States, representing 80,292 rooms, and an additional 104 hotels, representing 8,824 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/>.

* Member must register in advance of stay to earn double Choice Privileges points, or join the Choice

Privileges program from the link on the choicehotels.com/axp page in advance of stay to be eligible for double points. Offer applies to stays at qualifying rates booked and paid for using any American Express card at Comfort, Quality and Clarion, hotels in Europe (excluding properties in Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden) with arrival between Sept. 1 and Nov. 30, 2008. Valid member number must be provided upon check-in for stay to be eligible. Offer is not valid with any other promotion savings or previous bookings. For full details, visit choicehotels.com/axp

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