

VIDEO: Hit the Road With Up to \$250 in Free Gas* From Choice Hotels

Guests Can Earn a \$50 Gas Card after Just Three Separate Stays

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Feeling the crunch of high gas prices? Well let Choice Hotels International, Inc. take some of the pressure off with a promotion offering up to \$250 in free gas.

To view the Multimedia News Release, go to: <http://www.prnewswire.com/mnr/choicehotels/34440/>

"While gas prices have come down a bit lately, they're still three times what they were a few years ago," said Chris Malone, chief marketing officer for Choice Hotels. "By lightening the gas price burden, we expect to make travel more affordable and enjoyable for our guests."

This fall, when guests book their qualifying stay through choicehotels.com or 800.4CHOICE and join the Choice Privileges reward program, they'll earn reward points for each stay. After every third stay, they'll have received enough points to redeem for a free \$50 gas card. Consumers can earn this reward up to five times, for a total of \$250 in gas cards, for stays with arrival from September 1 through November 30, 2008.

"Members were enthusiastic in their response to our gas promotion this summer, and with the price of gas still a timely issue, we knew it made sense to offer up to \$250 in free gas this fall," said Bill Carlson, senior vice president of marketing for Choice.

Choice Privileges is the Choice Hotels rewards program where membership is free and members earn points towards free nights, Airline Rewards, gift certificates and more. Only qualifying stays at Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites brand hotels throughout the U.S. are eligible to earn Choice Privileges points for the \$250 in free gas offer.

For more information on the Choice Privileges rewards program, visit 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 www.choicehotels.com.

*Reservations must be made at choicehotels.com or 800.4CHOICE at qualifying rates and Choice Privileges member number must be provided upon check-in. After every third qualifying stay between 9/1/08 and 11/30/08, enough points will be added to points earned to reach the promotional 14,000 point level, which can be redeemed until 2/28/09 for a \$50 gift card usable at gas stations. Members can receive up to five awards to reach gas card redemption level. A stay is defined as any number of consecutive nights at one hotel regardless of check-ins or check-outs at any Comfort Inn(R), Comfort Suites(R), Quality(R), Sleep Inn(R), Clarion(R) or Cambria Suites(R) property in the U.S., Canada, Mexico

or Caribbean. 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.

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.

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

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SOURCE: Choice Hotels

CONTACT: Heather Soule of Choice Hotels, +1-301-628-4361,
Heather_soule@choicehotels.com

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

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