Cambria Suites Announces One Million Choice Privileges Points Giveaway

Guests Have a Chance to Win 100,000 Points after a Stay at a Cambria Suites Hotel

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Imagine winning 100,000 Choice Privileges rewards points for just one night's hotel stay. Well that's exactly what one lucky Cambria Suites guest may receive for their stay in September, thanks to the brand's new giveaway from the Choice Privileges rewards program, which will award 100,000 points each month until one million points have been won.

For every night that a guest stays at a Cambria Suites brand hotel, franchised by Choice Hotels International, Inc. , they'll be automatically entered into a giveaway for a chance to win 100,000 Choice Privileges points. One winner will be randomly-selected each month from September 1 until June 30, 2009, adding up to a total of ten lucky winners and one million points. The selected winner must be a member of the Choice Privileges rewards program in order to claim their prize.

"Giving away 100,000 points each month is a great way to celebrate the continued growth of the Cambria Suites brand," said William Edmundson, brand president of Cambria Suites for Choice Hotels. "This giveaway will work to keep travelers excited about the Cambria Suites brand and attract new guests at the same time."

"This giveaway is our way of adding value for travelers looking to stay at a modern and contemporary lifestyle hotel brand like Cambria Suites, "said Greg Brown, vice president of Choice Privileges for Choice Hotels. "Giving away one million points just months after our rewards program surpassed its 7-million-member makes this a very exciting time for Cambria Suites and its guests." For Official Rules, visit cambriasuites.com/sweeps/officialrules.*

Choice Privileges is the Choice Hotels rewards program where membership is free and offers points good towards free nights, airline miles, gift certificates 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**, Mexico and the Caribbean.

For more information on the Cambria Suites brand or how you can win 100,000 points, visit cambriasuites.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/.

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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*NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.), who are at least the age of majority in the state in which they reside at the time of entry. VOID WHERE PROHIBITED. Begins: September 1, 2008 Ends: June 30, 2009. To enter without purchase, send a 3X5 card with your full name, address and email to Sponsor at Choice Hotels International, Inc., 10750 Columbia Pike, Silver Spring, MD 20901. For Official Rules and prize descriptions, visit cambriasuites.com/sweeps/officialrules. Sponsor: Choice Hotels International, Inc., 10750 Columbia Pike, Silver Spring, MD 20901. ARV each prize: $500.

**Choice Privileges program is not available in Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden.

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