

Choice Hotels Names Michael Murphy Senior Vice President of Global Sales

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Choice Hotels International, Inc. today announced that it has named Michael Murphy (47) senior vice president of global sales, where he will have responsibility for the company's worldwide sales and intermediary marketing efforts. Murphy has a track record of success in sales and marketing roles in a 25-year hospitality industry career, having most recently served as senior vice president of sales for Marriott International, Inc. In his new role, Murphy reports to Chris Malone, chief marketing officer.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20090504/PH09648>)

"We are extremely pleased to add an executive of Michael's background and caliber to our organization in this most critical position," said Malone. "Michael will play a leading role in elevating Choice's global sales efforts as we continue to focus on delivering more business directly to Choice-branded hotels. Michael and his organization will also concentrate on helping our owners and operators take advantage of the many resources available to maximize property-level sales."

At Marriott, Murphy was responsible for the company's association, government, affinity and small business customer segments. Prior to joining Marriott, Michael advanced through several senior sales and marketing roles at Renaissance and Stouffer Hotels where he developed and implemented sales programs that delivered significant RevPAR growth over a multi-year period.

Given his deep experience and strong industry relationships, Murphy will serve as Choice's primary liaison with key travel industry associations and conferences, including National Business Travel Association (NBTA) and Meeting Planners International (MPI). He is also a member of the education foundation development committee of the Professional Convention Management Association (PCMA).

Murphy holds a BA in hospitality management from the Rochester Institute of Technology (RIT) School of Hotel Tourism Management. He is actively involved in a number of hospitality organizations and was recently appointed to RIT's International Hospitality Advisory Board.

About Choice Hotels

Choice Hotels International franchises more than 5,800 hotels, representing more than 475,000 rooms, in the United States and more than 30 countries and territories. As of March 31, 2009, 896 hotels are under construction, awaiting conversion or approved for development in the United States, representing 70,381 rooms, and an additional 111 hotels, representing 9,114 rooms, are under construction, awaiting conversion or approved for development in more than 15 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. In addition, via its Ascend Collection membership program, travelers in the United States and the Caribbean have upscale lodging options at historic, boutique and unique hotels.

Additional corporate information may be found on the Choice Hotels Web site, which may be accessed at www.choicehotels.com.

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