

Choice Hotels Promotes Anne Madison to Senior Vice President, Corporate Communications

PRNewswire-FirstCall
SILVER SPRING, Md.

Choice Hotels International, Inc. today announced that it has promoted Anne Madison (46) to senior vice president, corporate communications. In conjunction with her promotion, she has been elected an officer of the company by the Choice Hotels Board of Directors. Madison will report to Stephen P. Joyce, president and chief executive officer.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20090504/PH10684>)

Madison is responsible for developing the external and internal communications strategies for the company in the areas of media relations, investor and financial communications, franchisee communications, employee communications, crisis communications, special events, industry relations, corporate social responsibility, and issues management. Since joining Choice in June 2005, her role, responsibilities and areas of oversight have increased significantly.

"Anne and her team have developed and implemented a variety of successful strategies and programs that have significantly enhanced the effectiveness of Choice's corporate communications efforts," said Joyce. "Her many wide-ranging contributions have helped raise the visibility of Choice Hotels on both a local and national level and I have the utmost confidence that her efforts will play a key role in the company's continued growth."

Madison has more than 25 years' experience in corporate communications. Prior to joining Choice, she held similar positions with other national organizations, including vice president, corporate communications with The Ryland Group, one of the nation's largest homebuilders, and vice president of marketing and communications for Enterprise Community Investment, a leading provider of community development capital for affordable housing.

She serves as a member of the Government Affairs & HotelPAC Committee for the American Hotel & Lodging Association (AH&LA) and the Marketing and Public Relations Committee for the International Franchising Association (IFA). In addition, she is a board member of the National Family Resiliency Center. Madison holds a BA in communications from Wittenberg University.

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.

Choice Hotels, Choice Hotels International, Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge, Rodeway Inn, and Ascend Collection are proprietary trademarks and service marks of Choice Hotels International.

First Call Analyst:

FCMN Contact: david_peikin@choicehotels.com

Photo: <http://www.newscom.com/cgi-bin/prnh/20090504/PH10684>

<http://photoarchive.ap.org/>

AP PhotoExpress Network: PRN15

PRN Photo Desk, photodesk@prnewswire.com

SOURCE: Choice Hotels International, Inc.

CONTACT: David Peikin of Choice Hotels International, Inc.,
+1-301-592-6361, david_peikin@choicehotels.com

Web Site: <http://www.choicehotels.com/>

<https://stage.mediaroom.com/choicehotels/2009-05-04-Choice-Hotels-Promotes-Anne-Madison-to-Senior-Vice-President-Corporate-Communications>