

Choice Privileges Program Offers Members Charitable Redemption Option With Ability To Donate To Rebuilding Together

Choice Hotels Makes It Easier For Reward Program Members to Support Company's Signature Cause Partner

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Choice Hotels International, Inc. today announced that the over 8 million U.S. members of its Choice Privileges rewards program can now redeem points for donations to the company's signature cause partner, Rebuilding Together. Members can choose to donate \$5 to Rebuilding Together as a 1,000 point redemption option. Rebuilding Together is the nation's leading nonprofit organization working to preserve affordable homeownership and to revitalize communities.

"We are very excited to be adding another charitable redemption option to the rapidly-growing Choice Privileges rewards program," said Greg Brown, vice president of Choice Privileges. "We continue to expand the breadth and depth of the Choice Privileges rewards program in an effort to offer our guests the widest array of earning and redemption options."

Choice Privileges members can easily redeem their points for donations to Rebuilding Together, either via their online profile at www.choiceprivileges.com or by calling toll-free 888-770-6800. Consumers can also donate directly to Rebuilding Together at www.rebuildingtogether.org.

"Donating to Rebuilding Together is a great way to support its mission, and these contributions are especially valued in these difficult economic times," said Kelly Kane, executive director of the Choice Hotels International Foundation, which oversees the company's corporate social responsibility efforts. "We look forward to helping Rebuilding Together and its 200 affiliates nationwide provide needed repairs and energy efficient upgrades to low-income homes at no cost to the homeowner."

Choice Hotels and the Choice Hotels International Foundation support Rebuilding Together through the "Room to Rebuild" program, a key part of the company's ongoing commitment to strengthen the local communities in which its associates and franchisees live, work and provide hospitality.

As a member of the free Choice Privileges rewards program, guests can earn points towards free nights, airline miles, retail gift certificates and more while staying at any Choice brand hotel throughout the U.S. (including Hawaii), Canada, Europe*, Mexico, Australasia (including Australia, New Zealand, Singapore, and Papua New Guinea), and the Caribbean.

About Choice Hotels

Choice Hotels International, Inc. 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 other 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 International, Inc. Web site, which may be accessed at www.choicehotels.com.

About Rebuilding Together

Rebuilding Together is the nation's leading nonprofit working to preserve affordable homeownership and revitalize communities across America. More than 200 affiliates bring together hundreds of thousands of volunteers to rehabilitate low-income homes at no cost to the homeowner, providing service to over 10,000 homes and nonprofit community centers each year. Rebuilding Together service recipients include the elderly, disabled, military veterans and families with children.

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

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*Excluding: Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden.

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