

What's Your Favorite Road Trip Song?

Econo Lodge Hotels Offers Guests a Musical Vacation with the "Travelin' Tunes Sweepstakes"

PRNewswire
SILVER SPRING, Md.

Whether it's laid back country or classic rock n' roll, everyone has their favorite traveling tunes and Econo Lodge hotels want to know what they are! Starting July 24th through August 27th, consumers can log on to econolodge.com, vote for their favorite road trip song and enter the "Econo Lodge Travelin' Tunes Sweepstakes" for their chance to win the ultimate music lovers prize - a trip to the Rock and Roll Hall of Fame and Museum or the Country Music Hall of Fame and Museum.*

"By offering consumers such a high-value online sweepstakes, we want to show travelers that Econo Lodge hotels offer a great value for any road trip," said Chris Malone, chief marketing officer for Choice Hotels International, franchisor of the Econo Lodge brand. "With great cost-saving amenities such as free continental breakfast and free wireless high-speed Internet access, Econo Lodge hotels offer guests the added value they're looking for so they can do more with money they've saved at the hotel."

Each week, five entries will be chosen to win a \$25 music gift card. At the end of the five week sweepstakes, the 25 weekly winners will be eligible to win the grand prize trip. Among the weekly winners, one grand prize winner will receive their choice of a trip to either the Rock and Roll Hall of Fame and Museum or Country Music Hall of Fame and Museum, which includes roundtrip airfare, \$1,000 spending money and accommodations for three nights at an Econo Lodge hotel.

Visit econolodge.com to enter the "Econo Lodge Travelin' Tunes Sweepstakes" and look for more information soon on what travelers chose as their favorite traveling tune! The Sweepstakes will be promoted via national radio programs such as American Country Countdown with Kix Brooks, Classic Hits hosted by Tom Kent and Flashback hosted by Bill St. James.

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 website, which may be accessed at 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.

2009 Choice Hotels International, Inc. All rights reserved.

*NO PURCHASE NECESSARY TO ENTER OR TO WIN. A purchase does not increase your chances of winning. Econo Lodge's Travelin' Tunes Sweepstakes begins at 3 p.m. ET on 7/23/09 and ends at 11:59

p.m. on 8/27/09. Entrants must be legal U.S. residents (excluding without limitation, those residents if located in an overseas military installation, Puerto Rico, other U.S. territories, or foreign territories). Approximate Retail Value of all prizes is \$5,275. Entrant must be 18 years of age or older as of 7/23/09. Subject to full Official Rules available online at econolodge.com. TO ENTER: log on to econolodge.com, click on the sweepstakes link and complete the requested information. Sweepstakes is subject to all applicable federal, state and local laws and regulations. Void where prohibited. Sponsor: Radio Networks, LLC, 261 Madison Avenue, New York, NY 10016. Odds depend on number of entries received and are 1:25 for the entries eligible for the grand prize.

First Call Analyst:
FCMN Contact:

SOURCE: Choice Hotels International, Inc.

CONTACT: Rocco Loverro of Choice Hotels International, +1-301-592-6719,
rocco.loverro@choicehotels.com

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

<https://stage.mediaroom.com/choicehotels/2009-07-22-Whats-Your-Favorite-Road-Trip-Song>