

Clarion Hotels Give Guests the Chance to Win \$1 Million **"The Clarion Make Your Stay Chance at a Million Dollar Giveaway" Offers One Lucky Winner the Chance to Win Cold Hard Cash**

PRNewswire
SILVER SPRING, Md.

"Live in a Winnebago and write a novel". . ."Buy healthcare for my 10 cats". . ."Purchase a small town in Alabama". . ."Buy doughnuts for everyone". . .What would you do with a million dollars? The Clarion brand asked some of its guests what they would do with some serious cash and these were just some of the unique answers they came back with.

The top three choices among guests on how they would spend a million dollars were paying off debt (23 percent), buying a home (22 percent) and a surprising third, donate to philanthropic causes (21 percent).*

So what would you do with a million dollars? Well now's your chance to find out with "The Clarion Make Your Stay Chance at a Million Dollar Giveaway" from Clarion hotels this summer. As part of this unique sweepstakes, guests can log on once a day to clarionmakeyourstay.com starting July 23rd through September 10th, sign up for the Choice Privileges rewards program, and play an instant win game with a chance at a million dollar prize through a fun interactive entry process.**

Clarion hotels know how to 'make your stay' with on-demand services like on-site restaurants, bellmen on demand, and 24-hour business centers, all at a great rate. And now Clarion hotels can 'make your day' when you enter "The Clarion Make Your Stay Chance at a Million Giveaway".

"We wanted to make business travelers more aware of the on-demand services that Clarion hotels offer through a fun promotion that allows them to learn about Clarion hotel amenities and play for the chance to win a million dollars," said Chris Malone, chief marketing officer for Choice Hotels International, franchisor of the Clarion brand. "With all your business travel needs in one place at attractive rates, Clarion hotels are the perfect solution for business travelers hitting the road in 2009."

One lucky grand prize winner may win a \$1 million prize, while eight first prize winners will receive a Clarion Prize Pack which includes some great highly coveted gifts like a GPS system, portable DVD player, iPod nano and 8,000 Choice Privileges rewards points. In addition, there will be two daily prize winners every day of the sweepstakes that will instantly win great prizes like Choice Hotels gift cards, Apple Mac Book laptop computers, and many more fun prizes.

To enter "The Clarion Make Your Stay Chance at a Million Dollar Giveaway" today, visit clarionmakeyourstay.com. For more information on Clarion hotels, log on to clarionhotel.com.

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.

*Internal data

****NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 18 YEARS AND OLDER. VOID WHERE PROHIBITED. Instant Win Game ends 9/10/09. Odds of winning \$1M (paid out as a 20-year annuity) is 1:1,000,000. For Official Rules, prize descriptions and odds disclosure, visit <http://choicehotels.promo.eprize.com/million>. Sponsor: Choice Hotels International Service Corp., 10750 Columbia Pike, Silver Spring, MD 20901.**

First Call Analyst:
FCMN Contact:

SOURCE: Choice Hotels International

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

<https://stage.mediaroom.com/choicehotels/2009-07-27-Clarion-Hotels-Give-Guests-the-Chance-to-Win-1-Million>