

Comfort Inn(R) Hotels & The Steve Harvey Morning Show Give Travelers the Chance to Win Three Ultimate College Football Trips

Each Week a Winner Will Win an All Expenses Paid Trip to a Historically Black College & University (HBCU) Classic Football Game and \$1000 Spending Money!

PRNewswire
SILVER SPRING, Md.

Want to win a trip to see your alma mater play its archrival on the field? Comfort Inn hotels are proud to announce that three lucky Steve Harvey Morning Show listeners will each win a trip for themselves and three of their closest friends to one of the three most highly anticipated Historic Black College & University Classic football games. Beginning August 14, one winner will be selected each week, for three weeks, leading up to the first game on September 11, 2009.*

Consumers may log on to Comfortinnbigclassicsweeps.com August 3 - August 24 to enter for their chance to win one of the three grand prize trips. The three select games included in the grand prize for the Comfort Inn "HBCU Big Classic Football Sweepstakes" are the 20th Annual Southern Heritage Classic in Memphis, TN, the Magic City Classic in Birmingham, AL and the 30th Florida Classic in Orlando, FL. Each grand prize winner will receive three days and two nights hotel accommodations at a local Comfort Inn hotel, roundtrip airfare, \$1,000 spending cash, 10,000 Choice Privileges rewards points, a meet-and-greet with the Steve Harvey Morning Show cast.

Comfort Inn hotels and The Steve Harvey Morning Show will also be giving three second prize winners a Nintendo Wii gaming console, fit board, three Wii games and 5,000 Choice Privileges rewards points. There will also be 50 instant win prizes of "Go-Team-Go" bags containing Comfort Inn branded thermal bags for tailgating, fleece stadium blankets and stainless steel coffee mugs.

Comfort Inn hotels are a great place to relax before cheering on your favorite team or unwind after a long fun-filled day of tailgating and football fun. Start your morning off right with our free hot breakfast that offers fresh waffles, hot coffee, assorted danishes and fruit. Also, you'll enjoy our free high speed internet to stay connected with family and friends. Comfort Inn hotels provide guests with the great value they're looking for. The Comfort Inn brand is franchised by Choice Hotels International. For more information, visit comfortinn.com.

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.

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*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. Sweepstakes runs from 8/3/09 to 9/10/09. For Official Rules, prize descriptions and odds disclosure, visit <http://choicehotels.promo.eprize.com/hbcu/>. Sponsor: Choice Hotels International Services Corp., 10750 Columbia Pike, Silver Spring, MD 20901. Total prize ARV: \$20,324. Odds may vary.

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