

Would You Take a Trip to Space?

Comfort Suites Hotels Are Offering Travelers the Chance to Win a Trip to Space*

PRNewswire
SILVER SPRING, Md.

If you could take a trip to space, would you? Comfort Suites hotels are offering travelers the opportunity to do just that. As part of the brand's "Explore the Space Sweepstakes" three lucky online participants will get the chance to win a trip to space.*

"What better way to remind our guests how spacious our Comfort Suites rooms are than to offer them a chance to win a trip to the biggest space of all -- a trip to outer space," said Chris Malone, Chief Marketing Officer for Choice Hotels International, Inc., franchisor of the Comfort Suites brand. "Comfort Suites rooms provide plenty of space to spread out and relax, along with free amenities like a hot breakfast and Wi-Fi."

Starting August 13 through September 24, 2009, consumers can go online to ExploreTheSpaceSweepstakes.com to enter for their chance to win "out-of-this-world" prizes and qualify for a chance to win a trip to space. To qualify, entrants must be current members of or sign up for the Choice Privileges rewards program. Once selected, three finalists will be given \$5,000 in cash and a power packed trip to Kennedy Space Center Visitors Complex where they will participate in an amazing astronaut experience program. On the last day of their visit, the finalists will play a game of chance for the ultimate grand prize -- a trip to space!

In addition to the three finalist prize winners, three second prize winners will each receive a trip for four to space camp in Huntsville, Alabama and a Comfort Suites prize pack making for the ultimate space camp family experience. And just so no one is left on the launch pad, fifty runner-ups will receive a Comfort Suites prize pack valued at \$100. For more information on the Comfort Suites Explore the Space Sweepstakes, visit ExploreTheSpaceSweepstakes.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 International, Inc. 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.

* NO PURCHASE NECESSARY. Legal residents of the 50 United States (D.C.) 18 years and older. Ends 9/24/09. Trip to space prize consists of \$200,000 to pay for a space flight ticket. To enter and for Official Rules, including odds, and prize descriptions visit choicehotels.promo.eprize.com/space. Void where prohibited.

First Call Analyst:
FCMN Contact:

SOURCE: Choice Hotels International, Inc.

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

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

<https://stage.mediaroom.com/choicehotels/2009-08-13-Would-You-Take-a-Trip-to-Space>