Sleep Inn Hotels Offers Consumers a Chance to Win $25,000*

Sleep Inn Hotels Featured Prominently in Episode of USA Network's Hit Series, Monk

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Through a one-of-a-kind sponsorship with the USA Network's hit series Monk, Sleep Inn is being highlighted as the only hotel that can meet the infamously compulsive detective, Adrian Monk's standards for reliability, cleanliness and consistency. This special episode will air Friday, August 21, 2009 at 9/8c on USA Network. Online viewers can also check out several "Little Monk" webisodes that show what Monk might have been like as a child at littlemonk.usanetwork.com, presented by Sleep Inn. To celebrate this new sponsorship, Sleep Inn is inviting viewers to log on to littlemonk.usanetwork.com between today and October 8, 2009 to enter for a chance to win $25,000 in cold hard cash with the brand's "Discover the Details" sweepstakes!*

To commemorate the first-ever television debut for Sleep Inn hotels within USA Network's Monk, all 380-plus Sleep Inn hotels across the country will be hosting a special, one-night-only viewing party to watch the episode premiere on August 21, 2009 with the hotel general manager, guests of the hotel and other local community members. The viewing parties will feature a raffle, great product giveaways and light refreshments.

"Sleep Inn is a great choice for travelers who are looking for consistent, restful, reliable and modern hotel accommodations all at a great value," said Chris Malone, chief marketing officer for Choice Hotels International, franchisor of the Sleep Inn brand. "The lead character of Monk is notorious for obsessive cleanliness and consistency in his daily routine; in turn, the 'Discover the Details' promotion reminds guests of how Sleep Inn delivers a consistent and reliable hotel stay across all of its franchised hotel locations."

To enter the Sleep Inn "Discover the Details" sweepstakes or to view the "Little Monk" webisodes, visit littlemonk.usanetwork.com.

About USA Network

USA Network is the #1 network in all of basic cable and is seen in over 98.5 million U.S. homes. A division of NBC Universal, USA is the cable television leader in original series and home to the best in blockbuster theatrical films, acquired television series and entertainment events. The award-winning USA website is located at www.usanetwork.com. Characters Welcome. USA Network is a program service of NBC Universal Cable a division of NBC Universal, one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience.

About Choice Hotels

Choice Hotels International, Inc. franchises more than 5,900 hotels, representing more than 479,000 rooms, in the United States and more than 30 other countries and territories. As of June 30, 2009, more than 800 hotels are under construction, awaiting conversion or approved for development in the United States, representing more than 64,000 rooms, and an additional 110 hotels, representing approximately 8,700 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.

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.

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*NO PURCHASE NECESSARY. Void where prohibited. Open only to permanent legal residents of the 50 United States and the District of Columbia who are physically located and residing therein, and who are 18 or older and the age of majority in their state of residence as of 8/14/09. Sweepstakes begins at 12:00:01 A.M. ET on 8/14/09 and ends at 11:59:59 P.M. ET on 10/8/09. Limit one entry per person/email address. Various entry periods, deadlines and Prize restrictions apply. To enter, and for full Official Rules and prize details, go to www.littlemonk.usanetwork.com.

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