

Take Home a Free Night From Choice Hotels This Fall

Guests Who Stay at Choice Hotels 3 Straight Nights This Fall Earn a Free Night at over 1500 hotels*

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Choice Hotels is pleased to announce a compelling new promotion that makes travel affordable and fun again this fall. Guests who stay at Choice Hotels this fall take home one free night for every 3 straight nights they stay at the same hotel. The free night can be redeemed at over 1,500 Choice Hotels properties.

From August 31 through November 19, 2009, guests who are members of the Choice Privileges rewards program and stay three consecutive nights at any of the 5,500-plus Choice brand hotels in the Choice Privileges program will earn enough rewards points to redeem for a free night on a future stay at over 1,500 hotels. Guests who aren't already members of Choice Privileges can join while reserving a room this fall through choicehotels.com or 800-4CHOICE. It's that simple.

"A tough economy has tightened budgets and made travel more challenging for business and leisure travelers alike," said Chris Malone, chief marketing officer for Choice Hotels. "Our 'Take Home A Free Night' promotion was designed with these guests in mind. By combining free nights with the free breakfast and free internet our guests receive at most of our hotels, we're making fall travel a better value than ever."

Guests can stay with any of ten Choice Hotels brands, which include Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge and Rodeway Inn, plus Ascend Collection.

"We're very enthusiastic about our first ever "Take Home A Free Night" promotion at Choice Hotels," said Greg Brown, vice president of Choice Privileges. "In addition to the opportunity to earn an unlimited number of free nights during the promotion period, Choice Privileges members who have qualifying stays of any length at choicehotels.com or 800-4CHOICE starting August 31 through November 19, 2009 will receive 500 bonus Choice Privileges points.**"

As a member of the free Choice Privileges reward program, guests can earn points towards free nights, airline miles, retail gift certificates and more while staying at any Choice Hotels brand property throughout the U.S. (including Hawaii), Canada, Europe,*** Mexico, the Caribbean and Australasia.

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.

*Members must book qualifying stays at choicehotels.com or 800.4CHOICE at any hotel included in the Choice Privileges program with arrival between Aug. 31 and Nov. 19, 2009 to be eligible for this offer. The free night is based on an 8,000 point Choice Privileges reward night level. Bonus points will be added to points earned from a qualifying stay of at least three nights to reach the 8,000 point reward level. Choice Privileges number must be provided upon check-in for the stay to be eligible. Member will receive only one award per stay. Allow 72 hours from check-out for points to post to your account. A stay is defined as any number of consecutive nights at one hotel, regardless of check-ins or check-outs. You must maintain a U.S. (including U.S. territories) or Canadian address to be eligible for this promotion. For program details, eligible rates and point redemption rules, visit choiceprivileges.com.

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***Excluding: Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden.

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