

## **Choice Hotels Promotes Patrick Cimerola to Senior Vice President, Human Resources and Administration**

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SILVER SPRING, Md.

Choice Hotels International, Inc. today announced that it has promoted Patrick Cimerola (40) to senior vice president, human resources and administration. In conjunction with his promotion, he has been elected an officer of the company by the Choice Hotels Board of Directors. Cimerola will report to Stephen P. Joyce, president and chief executive officer.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20090910/PH73865> )

Cimerola, who had served as Choice's vice president of human resources since 2003, is responsible for overseeing the company's broad spectrum of human resources programs and services and aligning them in support of Choice's business operations, growth strategies and objectives.

"Patrick has been a significant contributor to strengthening our organization's efforts in the areas of talent acquisition and management, diversity, employee engagement and compensation," said Joyce. "In addition, he played an instrumental role in developing our highly-regarded associate and executive on-boarding program. Across the organization, his efforts have significantly strengthened Choice's competitive stance and helped build our reputation as one of the area's top employers."

Among other responsibilities, Patrick's leadership has helped enhance the company's value proposition with current and prospective employees through his oversight of the company's health, benefits and numerous associate programs.

Prior to joining Choice in 2002 as senior director, human resources, Cimerola held a variety of positions in the healthcare services and hospitality fields during his 18-year career. His previous positions included eight years with ManorCare (formerly the parent company of Choice Hotels).

He is a 1991 graduate of La Salle University and holds a master's degree in administration from Central Michigan University. He serves as a member of the Human Resources Committee for the American Hotel & Lodging Association (AH&LA).

### 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 Web site, which may be accessed at [www.choicehotels.com](http://www.choicehotels.com).

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