

Choice Hotels Names Edward J. Valle Chief Marketing Strategist

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Choice Hotels International, Inc. today announced that it has named Edward J. Valle (48) chief marketing strategist. In this position, he will provide leadership for the company's consumer marketing efforts. His oversight will include leading the company's advertising, promotion and strategic marketing activities, as well as the rapidly-expanding Choice Privileges rewards program. Valle reports to Chris Malone, chief marketing officer.

Valle most recently served as vice president of marketing for Panera Bread Company, where he oversaw all corporate and franchisee marketing efforts for the \$2 billion retail restaurant franchisor and chain. At Panera, Valle led national and field marketing, and also had specific responsibility for marketing strategy, promotions, direct marketing, and advertising, including the management of advertising and marketing agencies.

"We are very pleased to add a leader of Ed's caliber to our marketing team. He will lead our efforts to bring to life our new brand strategies through integrated advertising, promotion and loyalty programs," said Malone. "His organization will be tasked with creating compelling marketing plans that help differentiate our brands and drive business to our hotels."

At Panera, Valle established the company's brand strategy, created a framework for customized local marketing efforts, led the company's first systemwide advertising launch and strengthened its franchisee co-op model to maximize involvement, contribution and marketing support. His successful track record and extensive marketing management experience includes positions of increasing responsibility at Subway Restaurants, Dunkin' Donuts and Diageo plc, where he served in leadership roles in a variety of areas, including long-term strategic planning, sales analysis, brand management, and advertising strategy.

Valle holds a bachelor's degree in operations and logistics management from Michigan State University and a master's of business administration from Fordham University.

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.

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