Take Home Even More This Fall - $25,000 Is Up For Grabs!

Choice Hotels International Teams Up With NBC's TODAY Show To Give Travelers A Chance At $25,000 Cash*

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Someone is about to take home an incredible souvenir. To celebrate their new "Take Home A Free Night" fall promotion, where guests can earn a free night at over 1,500 hotels after staying three straight nights, worldwide lodging franchisor Choice Hotels International, Inc. is teaming up with NBC's TODAY Show to find one lucky viewer who will take home a $25,000 cash prize.*

TODAY Show's "Where Are We Today?" segment shows a close-up of an exciting global destination, challenging viewers to guess the correct location before it's revealed the next day. As the sponsor of the segment, the Choice Hotels brands, including Comfort Inn, Comfort Suites and Quality hotels, are encouraging guests and viewers alike to visit travel.todayshow.com now through October 4, 2009 to enter the "Take Home $25,000 Sweepstakes" for their chance to take home the ultimate cash prize.

"What better way to kick off our 'Take Home a Free Night' fall promotion than to team up with the TODAY Show and give our consumers a chance to take home even more - $25,000 cash," said Chris Malone, Chief Marketing Officer for Choice Hotels. "At Choice Hotels, we're committed to helping our guests stretch their travel dollars. Our hotels let guests take home a little extra cash every time they stay with us because most of our hotels offer free amenities like breakfast and Internet access, which add up to big savings in comparison to other hotel chains. And with the TODAY show, we're also giving guests a chance to take home big dollars with a $25,000 sweepstakes."

In addition to the $25,000 cash Grand Prize winner, three First Prize winners will each take home a weekend getaway including $1,000 in spending money. Also, 50 sweepstakes runner-ups will receive a Choice Hotels gift bag filled with branded items from all five of the company's midscale brands -- Comfort Inn, Comfort Suites, Sleep Inn, Quality and Clarion -- valued at around $50 each.

For more information or to enter the "Take Home $25,000 Sweepstakes," visit travel.todayshow.com.

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.

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*No purchase necessary. A purchase of any kind will not increase your chances of winning. See Official Rules

First Call Analyst:
FCMN Contact: david_peikin@choicehotels.com

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/

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