

Choice Hotels International Appoints Lou DeMarco as Vice President of Tax

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SILVER SPRING, Md.

Choice Hotels International, Inc. would like to announce the appointment of Louis S. DeMarco to the newly-established role of vice president, tax for the organization. Mr. DeMarco will report to David White, senior vice president, chief financial officer and treasurer.

In this role, Mr. DeMarco will be responsible for managing the company's overall tax planning, research and compliance efforts. With more than 20 years of multinational and Fortune 500 experience, Mr. DeMarco most recently served as senior vice president of tax for Discovery Communications, LLC, where he provided leadership and direction in the areas of strategic planning, tax reporting and compliance. Prior to his most recent position, Mr. DeMarco held various tax leadership roles within organizations such as Softbank, Inc., Macmillan, Inc. and Marsh & McLennan Co., Inc.

"Choice is very excited to have an expert in taxation matters with Louis DeMarco's background, as a member of our finance organization's leadership team," said White. "I look forward to working with Lou and leveraging his skills in furthering the Company's strategic objectives."

Mr. DeMarco holds a Bachelor of Arts degree in Accounting from Queens College and a Master of Science degree in taxation from Pace 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 International, Inc. Web site, which may be accessed at www.choicehotels.com.

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First Call Analyst:
FCMN Contact:

SOURCE: Choice Hotels International, Inc.

CONTACT: Heather Soule of Choice Hotels International, Inc.,
+1-301-628-4361, heather_soule@choicehotels.com

Web Site: <http://www.choicehotels.com/>

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