Choice Hotels Names Todd Davis as Chief Technology Officer

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SILVER SPRING, Md.

Choice Hotels International, Inc. today announced the promotion of Todd Davis (46) to the newly-established role of chief technology officer for the organization. Davis will report to Patrick Pacious, senior vice president of corporate strategy and information technology.

(Photo: http://www.newscom.com/cgi-bin/prnh/20090928/PH82182)

In this role, Davis, a 14-year Choice associate, will oversee all of the company's information systems planning and operations, including all phases of systems development, global infrastructure management and data center operations. In addition, he will play a key role in the IT governance process to ensure the information technology operations are aligned with the company's business and growth strategies and that information system teams are executing on key business priorities.

"Todd has been and continues to be a great asset to the Choice organization," said Pacious. "I look forward to working with him in this new role as he helps to strengthen the company's information technology infrastructure."

Davis most recently served as vice president of property systems development and administration for Choice Hotels before entering into his current role. His hospitality industry career includes various positions within hotel operations and management. Immediately prior to joining Choice, he served as an advanced systems engineer for Electronic Data Systems (EDS) focusing on hotel industry solutions. Prior to EDS, he designed global reservation solutions for Cendant Corporation (now Wyndham Worldwide) and focused on the consolidation of the company's multiple data centers.

Davis holds a bachelor's degree in business administration from Northern Arizona University.

About Choice Hotels

As of June 30, 2009, Choice Hotels International, Inc. franchised more than 5,900 hotels, representing more than 479,000 rooms, in the United States and more than 30 other countries and territories. On September 22, 2009, the company announced it had opened its 6,000th franchised property. 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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