

## **Ascend Collection from Choice Hotels International Announces First Member Hotel for Canada**

**Inn on the Lake Hotel Marks the First Canadian Property for Upscale Hotel Membership Collection**

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Choice Hotels International, Inc. is pleased to announce the addition of its first member hotel in Canada for the company's Ascend Collection -- the Inn on the Lake hotel of Fall River, Nova Scotia. Ascend Collection is an elite network of Historic, Unique and Boutique hotels across the United States and the Caribbean.

"With the addition of our first Canadian property for Ascend Collection, we look forward to growing this membership program even further internationally," said Kevin Lewis, president of upscale and extended stay brands for Choice Hotels International. "The growth and development of Ascend Collection so far has been unparalleled and we're sure to see great things from it in the future."

Ascend Collection answers the desires of a growing number of consumers seeking unique and authentic travel experiences. As a member of Ascend Collection, the Inn on the Lake hotel now has access to the international resources of a lodging powerhouse like Choice Hotels, while maintaining its local presence and individual charm. Inn on the Lake now offers guests points towards free nights, flights and other rewards through the company's Choice Privileges rewards program, plus easy booking and a powerful online presence at [ChoiceHotels.com](http://ChoiceHotels.com).

"We're excited to bring Ascend Collection to Canada, and Inn on the Lake is a perfect example of the kind of distinctive, high-service property the collection was created for," says Tim Oldfield, Managing Director for Choice Hotels Canada.

Through March 31, 2010, Inn on the Lake rates start at \$119 per night. A local favorite, the award-winning 39-room Inn on the Lake, an Ascend Collection hotel, offers the intimacy of a four-star country inn. A 10-minute drive from Stanfield International Airport, the Inn on the Lake is set on four acres of rolling parklands and white-sand beaches on Lake Thomas. Exteriors feature French country architectural design, providing the ambiance of a rural retreat at the edge of the city.

"Inn on the Lake truly represents the high caliber of lodging options that we've worked to include in Ascend Collection since its launch late last year," said Stacy Ragland, vice president of Ascend Collection for Choice Hotels International. "We're thrilled to be able to offer our Ascend Collection guests a new international option and hope to add even more in the future."

The Inn on the Lake, an Ascend Collection hotel, offers well-appointed guestrooms and one-, two- and three-bedroom suites. Accommodation features include free Wi-Fi, plush bedding and elegant dark-wood furnishings. The full-service Encore restaurant is a favorite among area food lovers, serving up creative cuisine enhanced by fresh local ingredients. The restaurant opens onto a covered deck for seasonal alfresco dining. Oliver's lounge has the cozy feel of an Old English pub.

For more information on Choice Hotels and its Ascend Collection hotel membership program, please visit [ascendcollection.com](http://ascendcollection.com).

About Ascend Collection

Ascend Collection made its debut the end of 2008 and now has more than 30 hotels throughout the

United States, Canada and the Caribbean. Members include The GEM Hotels with three properties in New York City; Inn of Chicago, one-half block from The Magnificent Mile; O'Brien Historic Hotel, one block from the lively San Antonio River Walk in Texas; the historic Hotel Bothwell, Sedalia, Mo.; Porto Vista Hotel & Suites in the historic Little Italy neighborhood of downtown San Diego, Calif.; and Le Consulat, within walking distance from Condado Beach, San Juan, Puerto Rico. For more information on this collection of Historic, Unique and Boutique hotels, visit [www.ascendcollection.com](http://www.ascendcollection.com).

#### About Choice Hotels

Choice Hotels International, Inc. franchises more than 6,000 hotels, representing more than 485,000 rooms in the United States and more than 35 other countries and territories. As of September 30, 2009, more than 700 hotels are under construction, awaiting conversion or approved for development in the United States, representing more than 59,000 rooms, and more than 100 hotels, representing approximately 9,400 rooms, are under construction, awaiting conversion or approved for development in more than 20 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](http://www.choicehotels.com).

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