

## **Choice Hotels Names Patti Goodrich as Vice President of Enterprise Infrastructure**

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SILVER SPRING, Md.

Choice Hotels International, Inc. today announced that it has named Patti Goodrich vice president of enterprise infrastructure. In this new position, she will oversee the strategic direction and operational management of the company's data center management, service management and support, and infrastructure services engineering teams. Goodrich reports to the company's Chief Technology Officer Todd Davis.

Goodrich brings 23 years of experience in leadership and infrastructure management to Choice Hotels, most recently servicing as associate vice president of information technology operations at Scottsdale Insurance Company. In this position, she was responsible for managing the technology infrastructure for the company, including its data center, telecommunications, server operations, system administration, application distribution and service desk.

"With the company's renewed focus on operational excellence and improvements to our overall enterprise infrastructure designed for future growth, I am confident that Patti's skills and expertise will be an excellent addition to our IT leadership team," said Davis.

During her tenure at Scottsdale, Goodrich oversaw the development of the company's data center strategy, system recovery roadmap, new office build-outs, Information Technology Infrastructure Library (ITIL) process maturity, asset management implementation, and Storage Area Network (SAN) upgrade. She also led the company's on-going migration to enterprise data centers designed to lower risk, increase system availability, and position the company for future growth.

Goodrich holds a bachelor's degree in marketing from Miami University and a master's of business administration from Xavier University.

### **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, Canada 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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First Call Analyst:

FCMN Contact: david\_peikin@choicehotels.com

SOURCE: Choice Hotels International, Inc.

CONTACT: Heather Soule, +1-301-628-4361, heather\_soule@choicehotels.com

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

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