

## **Choice Hotels International Executives Highlight Growth Prospects At America's Lodging Investment Summit**

### **Choice Hotels Leaders Share Perspectives on 2010, Direct Online Channels and the Select Service Segment**

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Executives from Choice Hotels International, Inc. highlighted the franchisor's extensive opportunities for growth and shared their insights on its business operations at the eighth annual America's Lodging Investment Summit, held this week in San Diego, California. Speakers from Choice Hotels included President and Chief Executive Officer Stephen P. Joyce, Senior Vice President, eCommerce and Global Distribution Mary Beth Knight, and Vice President of Emerging Brands, Kevin Lewis.

Joyce highlighted the many opportunities for Choice Hotels in 2010 during Tuesday's opening session, the Hotel Leaders Outlook Panel.

"Our value-oriented family of brands, which offer consumers a range of complimentary amenities and services at a great rate, continue to be ideally positioned to attract new guests to Choice Hotels properties," said Joyce. "Our financial strength enables us to deliver our franchisees increased property-level support by investing in a range of key programs to drive more guests to their hotels, improve long-term brand loyalty and help them be successful. At the same time, with a strong balance sheet we are in the enviable position to be able to simultaneously invest in and expand our emerging brands and global footprint."

Knight focused on the ongoing enhancements Choice Hotels is making to its strong global reservations and online distribution system.

"We are continuing to leverage and optimize the strength of our direct online channels, which includes the upcoming launch of a new ChoiceHotels.com Website," noted Knight. "The site will feature innovative booking and hotel selection options that will improve the guest experience and is designed to increase conversion rates and deliver more reservations to our franchisees' properties. As the first hotelier to launch a global application for the iPhone, we are continuing to expand the range of support we provide for mobile applications, including smartphones and mobile devices."

Lewis underscored the company's commitment to the long-term growth prospects of its Cambria Suites brand in the select-service segment.

"The upscale Cambria Suites brand continues to secure rave reviews from today's travelers while being enthusiastically received by developers," commented Lewis. "An award-winning design, first-rate guest suites, and amenities that make travelers feel like they are at home enables Cambria Suites to stand out from the select-service crowd. With Choice Hotels significant commitment and support to move deals forward in order to expand the brand's footprint, the future for Cambria Suites is extremely bright."

#### 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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