

Choice Hotels International Reiterates Commitment to Haiti and Development Projects in Jacmel

Company Expands Support Efforts and Sends Supplies to Property in Port City of Jacmel

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SILVER SPRING, Md.

Choice Hotels International, Inc. today announced that it remains on track to open two properties in Jacmel, Haiti, expanding its support of relief efforts, and sending supplies to the property slated to open as a Comfort Inn hotel later this year.

"Although the earthquake caused massive destruction and set back timetables, Choice Hotels together with the hotel owner and developer, SIMACT, will continue to collaborate to see these projects to completion and open two great properties in this coastal Caribbean town," said Brian Parker, vice president of emerging markets and new business development for Choice Hotels.

In addition to the relief efforts Choice Hotels announced earlier this month in response to the earthquake that struck Haiti on January 12, the company is sending relief supplies, including food, water, fuel, soap and laundry detergent, directly to its Comfort Inn conversion property in Jacmel. Among the supplies are more than 1,500 pounds of food and drinking water, scheduled to arrive Saturday January 30 by boat from the Dominican Republic.

"The hotel did not experience structural damage and is now providing shelter to guests and local families who lost their homes in the earthquake," Parker explained.

Earlier this month, Choice Hotels announced plans to open a 32-room Comfort Inn hotel and a 120-room Ascend Collection member hotel. The properties will be the first Choice-brand hotels for Haiti and the first global hotel brand for the island in more than a decade. The hotels, owned by New York-based SIMACT, will be located on Haiti's southern coast in Jacmel, known as the island's cultural hub thanks to its vibrant arts, music and film festivals.

"During times like this, we must use our substantial resources to get supplies to areas where help is so greatly needed and to do whatever we can to directly support our hotels," said Stephen P. Joyce, president and CEO, Choice Hotels International.

The global hospitality company is encouraging its associates, franchisees and guests to support victims of the Haitian earthquake with financial contributions to the American Red Cross and other humanitarian organizations. In addition to sending supplies to Jacmel, here are some of the initiatives of Choice Hotels on behalf of Haiti.

Choice Privileges® members can contribute rewards points to the relief effort by going to www.choiceprivileges.com/donations or calling 888-770-6800 to make a donation. For every 1,000 Choice Privileges points redeemed, Choice will donate \$5 to the American Red Cross in support of the recovery efforts. In just two weeks, Choice Privileges members have donated \$69,000 in Choice Privileges points to support Haiti.

The company also encourages its associates and franchisees worldwide to make donations to support victims in Haiti through their local relief agencies. Choice is matching associates' contributions to eligible not-for-profit organizations, dollar-for-dollar, up to \$1,500 per employee.

At its upcoming Kickoff To Rebuild community revitalization event in Miami, Florida on February 4, Choice

is working with Rebuilding Together, the nation's leading nonprofit working to preserve affordable homeownership and revitalize communities, and The Steve Harvey Morning Show, to use this national event as a donation site for Haiti recovery efforts.

Additionally, the Choice Hotels International Foundation, along with the Choice Hotels Owners Council, the Econo Lodge Franchisee Association the Rodeway Owner's Association, have donated a combined \$21,500 to date towards the recovery efforts to provide food, shelter and other assistance to earthquake victims.

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.

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