

Choice Hotels Continues European Expansion

Entering Poland with Six New Choice Brand Hotels

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Worldwide lodging franchisor Choice Hotels International today announced their global expansion has reached a new milestone with the Company's first ever entrance into Poland. With six newly added properties, this move reinforces and further demonstrates Choice Hotels commitment to grow its portfolio throughout the European market.

"Our strong international expansion continues to be a key driver of Choice Hotels future growth and the addition of the Polish market strengthens our network of hotels throughout Europe," said Stephen P. Joyce, president and chief executive officer of Choice Hotels International. "Choice continues to execute its strategic efforts on worldwide development and has identified Europe as a key market needed to achieve success."

These newly added hotels are owned and managed by Poland's leading real estate developer Hotel System®, a subsidiary of the Salwator Capital Group. The company's focus is to develop product that is comfortable, modern and offers travellers good value. The properties are positioned to deliver and exceed expectations for guests staying at Clarion and Quality brand hotels.

The flagship property, The Clarion Hotel Grand Baltic Resort & Spa, is located in the idyllic town of Dzwirzyno, on the Baltic Sea. This elegant resort hotel boasts 133 luxurious guest-suites that offer spectacular sea-views from their balconies. In addition, guests staying at this Clarion property will have direct access to the beach and can enjoy a pool, spa facilities, and two gourmet restaurants specializing in international food and wine.

The other five properties are Quality brand hotels located in the key cities of Cracow, Posen, Kattowitz and Breslau. These well-appointed hotels are tailor-made to meet the requirements of business travellers and deliver the attributes of the Quality brand.

For more info please visit: choicehotels.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 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, 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, www.choicehotels.de, www.choicehotels.eu

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