# Choice Hotels Reports Full Year 2009 Adjusted Diluted EPS of \$1.71, Domestic Unit Growth of 4.0%

PRNewswire-FirstCall SILVER SPRING, Md.

Choice Hotels International, Inc. today reported the following highlights for fourth quarter and full year 2009:

#### Full Year Results

- -- Adjusted diluted earnings per share ("EPS") for full year 2009 were \$1.71 compared to \$1.77 for full year 2008. Diluted EPS were \$1.63 for full year 2009 compared to \$1.59 for 2008. Adjusted diluted EPS for full year 2009 and 2008 exclude special items, as described below, totaling \$0.08 and \$0.18, respectively.
- -- Excluding special items, adjusted earnings before interest, taxes and depreciation ("EBITDA") were \$163.7 million for the year ended December 31, 2009, compared to \$200.5 million for full year 2008. Operating income for the year ended December 31, 2009 was \$148.1 million compared to \$174.6 million for the same period of 2008.
- -- Franchising revenues declined \$45.6 million or 15% from \$300.3 million for the year ended December 31, 2008 to \$254.7 million for the same period of the current year. Total revenues declined \$77.5 million or 12% to \$564.2 million for the year ended December 31, 2009 compared to the same period of the prior year.
- -- Adjusted selling, general and administrative ("SG&A") costs for full year 2009 totaled \$91.9 million which represented a 9% decline from the same period of the prior year. Adjusted SG&A costs exclude special items totaling \$7.3 million and \$17.7 million for the year ended December 31, 2009 and 2008, respectively.
- -- Interest and other investment income for the year ended December 31, 2009 improved by approximately \$13.6 million from the same period of the prior year primarily due to the appreciation in the fair value of investments held in the company's non-qualified employee benefit plans during the current period compared to a decline in the fair value of these investments in the prior year.
- -- Domestic unit and room growth increased 4.0 percent and 3.9 percent, respectively, from December 31, 2008.
- Domestic system-wide revenue per available room ("RevPAR") declined 14.4% for full year 2009 compared to full year 2008.
- -- The effective royalty rate increased 6 basis points to 4.26% for the year ended December 31, 2009 compared to 4.20% for the same period of the prior year.
- -- The company executed 369 new domestic hotel franchise contracts for the year ended December 31, 2009, a decline of 47% compared to the 698 contracts executed in the same period of the prior year.
- -- The number of domestic hotels under construction, awaiting conversion or approved for development declined 26% from December 31, 2008 to 727 hotels representing 57,140 rooms; the worldwide pipeline declined 24% from December 31, 2008 to 843 hotels representing 66,585 rooms.

#### Fourth Quarter Results

- -- Adjusted EPS for fourth quarter 2009 were \$0.43 compared to \$0.41 for the same period of the prior year. Diluted EPS were \$0.40 for fourth quarter 2009 compared to \$0.30 for fourth quarter 2008. Adjusted diluted EPS for fourth quarter 2009 and 2008 exclude certain special items, as described below, totaling \$0.03 and \$0.11, respectively.
- -- Excluding special items, adjusted EBITDA were \$39.7 million for the

three months ended December 31, 2009, compared to \$46.9 million for the same period of 2008. Operating income for both the three months ended December 31, 2009 and 2008 were \$34.1 million.

- -- Franchising revenues declined 13% from \$71.3 million for the three months ended December 31, 2008 to \$62.2 million for the same period of 2009. Total revenues for the three months ended December 31, 2009 declined 9% compared to the same period of 2008.
- -- Adjusted SG&A costs for the fourth quarter of 2009 totaled \$22.6 million which represented a 9% decline from the same period of the prior year. Adjusted SG&A costs exclude special items totaling \$3.5 million and \$10.8 million for the three months ended December 31, 2009 and 2008, respectively.
- -- Interest and other investment income for the three months ended December 31, 2009 improved by approximately \$5.0 million from the same period of the prior year primarily due to the appreciation in the fair value of investments held in the company's non-qualified employee benefit plans during the current period compared to a decline in the fair value of these investments in the same period of the prior year.
- Domestic system-wide revenue per available room ("RevPAR") declined 14.4% for the fourth quarter of 2009 compared to the same period of 2008
- -- The effective royalty rate increased 7 basis points to 4.30% for the three months ended December 31, 2009 compared to 4.23% for the same period of the prior year.
- -- The company executed 112 new domestic hotel franchise contracts for the three months ended December 31, 2009, a decline of 46% compared to the 207 contracts executed in the same period of the prior year.

"Despite operating in the midst of an incredibly difficult environment, which has resulted in industry-wide RevPAR declines and a significant decrease in domestic hotel transactions, the company has remained focused on returning value to our shareholders," said Stephen P. Joyce, president and chief executive officer. "During 2009, we returned more than \$100 million to our shareholders through a combination of share repurchases and dividends at a time when many other companies have reduced or eliminated their dividend and share repurchase programs. Additionally, we continued to build on our strong track record of domestic system growth on account of our well-known family of value-oriented brands. While the near-term domestic RevPAR and franchise sales environments remain challenging, we believe that our franchise business model, strong brands and strong balance sheet position us for long-term profitable growth and a continued ability to return value to our shareholders."

# Special Items

During the three months and year ended December 31, 2009, the company recorded employee termination benefits of approximately \$2.3 million and \$4.6 million, respectively. The company also incurred a curtailment loss related to freezing the benefits payable under its Supplemental Executive Retirement Plan totaling \$1.2 million for the three months and year ended December 31, 2009. In addition, during the year ended December 31, 2009, the company recorded a \$1.5 million charge related to the sublease of a portion of its office space. These special items represent diluted EPS of \$0.03 and \$0.08 for the three months and year ended December 31, 2009, respectively.

During the three months and year ended December 31, 2008, the company recorded employee termination benefits of approximately \$2.7 million and \$3.5 million, respectively. The company also incurred benefit costs resulting from the acceleration of the company's management succession plan of \$0.5 million and \$6.6 million during the three months and year ended December 31, 2008. Furthermore, during the three months and year ended December 31, 2008, the company recognized \$7.6 million related to an increase in reserves on impaired notes receivable. These special items represented diluted EPS of \$0.11 and \$0.18 for the three months and year ended December 31, 2008, respectively.

The uncertainty around the current economic environment and credit market conditions and their impact on travel patterns and hotel development activities makes it difficult to predict future results, particularly as they relate to underlying assumptions for RevPAR, new hotel franchise and relicensing sales and interest and investment income and expense.

The company's first quarter 2010 diluted EPS is expected to be \$0.25. The company expects full-year 2010 diluted EPS to be between \$1.65 and \$1.70. EBITDA for full-year 2010 are expected to be between \$166 million and \$170 million. These estimates include the following assumptions:

- -- The company expects net domestic unit growth of approximately 2% in 2010:
- -- RevPAR is expected to decline approximately 12% for first quarter of 2010 and decline between 2% and 4% for full-year 2010;
- -- The effective royalty rate is expected to increase 6 basis points for full-year 2010:
- All figures assume the existing share count and an effective tax rate of 36.5% for the first quarter and full-year 2010;
- -- Projections assume that the company's existing credit facility remains in place for full-year 2010.

Use of Free Cash Flow

The company has historically used its free cash flow (cash flow from operations less capital expenditures) to return value to shareholders, primarily through share repurchases and dividends.

For the year ended December 31, 2009 the company paid \$44.3 million of cash dividends to shareholders. The current quarterly dividend rate per common share is \$0.185, subject to declaration by our board of directors.

During the three months ended December 31, 2009, the company purchased approximately 0.1 million shares of its common stock at an average price of \$31.06 for a total cost of \$2.1 million under the share repurchase program. During the year ended December 31, 2009, the company purchased approximately 2.1 million shares of its common stock at an average price of \$27.03 for a total cost of \$57.4 million. Subsequent to December 31, 2009 and through February 11, 2010, the company repurchased an additional 0.2 million shares at a total cost of \$5.0 million at an average price of \$31.85 and has authorization to purchase up to an additional 3.7 million shares under this program. We expect to continue making repurchases in the open market and through privately negotiated transactions, subject to market and other conditions. No minimum number of share repurchases has been fixed. Since Choice announced its stock repurchase program on June 25, 1998, the company has repurchased 42.9 million shares of its common stock for a total cost of \$1 billion through December 31, 2009. Considering the effect of a two-for-one stock split in October 2005, the company had repurchased 75.9 million shares through December 31, 2009 under the share repurchase program at an average price of \$13.28 per share.

Our Board has authorized us to enter into programs which permit us to offer financing, investment and guaranty support to qualified franchisees to incent multi-unit franchise development in top markets. We expect to opportunistically deploy this capital over the next several years. Our annual investment in these programs is dependent on market and other conditions. Notwithstanding these programs, the company expects to continue to return value to its shareholders through a combination of share repurchases and dividends, subject to market and other conditions.

Impact of the Adoption of New Accounting Pronouncements on Earnings Per Share

In June 2008, the Financial Accounting Standards Board ("FASB") issued FASB Staff Position Emerging Issues Task Force No. 03-6-1, "Determining Whether Instruments Granted in Share-Based Payment

Transactions Are Participating Securities" ("FSP EITF 03-6-1"). FSP EITF 03-6-1 clarified that all share-based payment awards that contain rights to non-forfeitable dividends participate in undistributed earnings with common shareholders. Therefore, awards of this nature are considered participating securities and the two-class method of computing basic and diluted earnings per share must be applied rather than the treasury stock method. FSP EITF 03-6-1 is effective for fiscal years beginning after December 15, 2008. In addition, once effective, all prior period earnings per share data presented must be adjusted retrospectively to conform to the provisions of FSP EITF 03-6-1.

The company's outstanding unvested restricted stock awards contain rights to non-forfeitable dividends and as a result, the company applied this guidance in the first quarter of 2009. The two-class method of calculating earnings per share is more dilutive to both basic and diluted shares outstanding than the previously utilized treasury stock method. In accordance with FSP EITF 03-6-1, the company has retrospectively adjusted its basic and diluted shares outstanding for the three months and year ended December 31, 2008 under the two-class method which resulted in a reduction of the company's basic and diluted earnings per share for the year ended December 31, 2008 from \$1.62 to \$1.61 and \$1.60 to \$1.59 per share, respectively. In addition, basic earnings per share for the three months ended December 31, 2008 have been revised from \$0.31 to \$0.30 per share.

### Conference Call

Choice will conduct a conference call on Friday, February 12, 2010 at 10:00 a.m. EST to discuss the company's fourth quarter and full-year 2009 results. The dial-in number to listen to the call is 1-866-383-7989, and the access code is 25293408. International callers should dial 1-617-597-5328 and enter the access code 25293408. The conference call also will be Webcast simultaneously via the company's Web site, www.choicehotels.com. Interested investors and other parties wishing to access the call via the Webcast should go to the Web site and click on the Investor Info link. The Investor Information page will feature a conference call microphone icon to access the call.

The call will be recorded and available for replay beginning at 1:00 p.m. EST on February 12, 2010 through March 12, 2010 by calling 1-888-286-8010 and entering access code 35986582. The international dial-in number for the replay is 617-801-6888, access code 35986582. In addition, the call will be archived and available on www.choicehotels.com via the Investor Info link.

#### **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 December 31, 2009, more than 700 hotels are under construction, awaiting conversion or approved for development in the United States, representing more than 57,000 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.

# Forward-Looking Statements

Certain matters discussed in this press release constitute forward-looking statements within the meaning of the federal securities law. Generally, our use of words such as "expect," "estimate," "believe," "anticipate," "will," "forecast," "plan," project," "assume" or similar words of futurity identify statements that

are forward-looking and that we intend to be included within the Safe Harbor protections provided by Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Such forward-looking statements are based on management's current beliefs, assumptions and expectations regarding future events, which in turn are based on information currently available to management. Such statements may relate to projections of the company's revenue, earnings and other financial and operational measures, company debt levels, payment of stock dividends, and future operations, among other matters. We caution you not to place undue reliance on any such forward-looking statements. Forward-looking statements do not guarantee future performance and involve known and unknown risks, uncertainties and other factors.

Several factors could cause actual results, performance or achievements of the company to differ materially from those expressed in or contemplated by the forward-looking statements. Such risks include, but are not limited to, changes to general, domestic and foreign economic conditions; operating risks common in the lodging and franchising industries; changes to the desirability of our brands as viewed by hotel operators and customers; changes to the terms or termination of our contracts with franchisees; our ability to keep pace with improvements in technology utilized for reservations systems and other operating systems; fluctuations in the supply and demand for hotels rooms; and our ability to manage effectively our indebtedness. These and other risk factors are discussed in detail in the Risk Factors section of the company's Form 10-K for the year ended December 31, 2008, filed with the Securities and Exchange Commission on March 2, 2009. We undertake no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.

Statement Concerning Non-GAAP Financial Measurements

Adjusted diluted EPS, adjusted EBITDA, adjusted SG&A, franchising revenues and adjusted franchising margins are non-GAAP financial measurements. This information should not be considered as an alternative to any measure of performance as promulgated under accounting principles generally accepted in the United States (GAAP), such as diluted earnings per share, operating income, total revenues and operating margins. The company's calculation of these measurements may be different from the calculations used by other companies and therefore comparability may be limited. The company has included an exhibit accompanying this release that reconciles these measures to the comparable GAAP measurement. We discuss management's reasons for reporting these non-GAAP measures below.

Earnings Before Interest, Taxes, Depreciation and Amortization: EBITDA reflects earnings excluding the impact of interest expense, tax expense, depreciation and amortization. Our management considers EBITDA to be an indicator of operating performance because it can be used to measure our ability to service debt, fund capital expenditures, and expand our business. EBITDA is a commonly used measure of performance in our industry. In addition, it is used by analysts, lenders, investors and others, as well as by us, to facilitate comparisons between the company and its competitors because it excludes certain items that can vary widely across different industries or among companies within the same industry.

Franchising Revenues and Margins: The company reports franchising revenues and margins which exclude marketing and reservation revenues and hotel operations. Marketing and reservation activities are excluded from revenues and operating margins since the company is contractually required by its franchise agreements to use these fees collected for marketing and reservation activities. Cumulative reservation and marketing fees not expended are recorded as a payable on the company's financial statements and are carried over to the next fiscal year and expended in accordance with the franchise agreements. Cumulative marketing and reservation expenditures in excess of fees collected for marketing and reservation activities are recorded as a receivable on the company's financial statements. In addition, the company has the contractual authority to require that the franchisees in the system at any given point repay the company for any deficits related to marketing and reservation activities. Hotel operations are excluded since they do not reflect the most accurate measure of the company's core franchising business. These non-GAAP measures are a commonly used measure of performance in our industry and facilitate comparisons between the company and its competitors.

Adjusted Diluted EPS, Adjusted EBITDA, Adjusted SG&A and Adjusted Franchising Margins: The company's management also uses adjusted diluted EPS, adjusted EBITDA, adjusted SG&A and adjusted

franchising margins which exclude employee termination benefits, a pension plan curtailment loss and a loss on the sublease of a portion of the company's office space for 2009 and the impact of the acceleration of the company's management succession plan, increased loan reserves on impaired loans and employee termination benefits for the periods ended December 31, 2008. The company utilizes these non-GAAP measures to enable investors to perform meaningful comparisons of past, present and future operating results and as a means to emphasize the results of on-going operations.

Choice Hotels, Choice Hotels International, Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge, Rodeway Inn and Ascend Collection are proprietary trademarks and service marks of Choice Hotels International.

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Choice Hotels International, Inc. Consolidated Statements of Income (Unaudited) Exhibit 1

Three Months Ended December 31,
----Variance

2009 2008 \$ %

(In thousands, except per share amounts)

#### **REVENUES:**

Royalty fees \$53,213 \$59,284 \$(6,071) (10%) Initial franchise and relicensing 3,317 6,729 (3,412) (51%) fees Procurement services 3,514 3,498 16 0% Marketing and 77,576 81,904 (4,328) (5%) reservation Hotel operations 909 1.253 (344) (27%) 2,172 1,826 346 19% Other

Total revenues 140,701 154,494 (13,793) (9%)

# OPERATING EXPENSES:

Selling, general and administrative 26,183 35,580 (9,397) (26%) Depreciation and amortization 2,084 2,019 65 3% Marketing and reservation 77,576 81,904 (4,328) (5%) Hotel operations 775 894 (119) (13%) --- --- --- Total operating expenses 106,618 120,397 (13,779) (11%)

Operating income 34,083 34,097 (14) 0%

#### OTHER INCOME AND

EXPENSES:
Interest expense 683 2,245 (1,562) (70%)
Interest and
other investment
(income) loss (560) 4,431 (4,991) (113%)
Equity in net
income of
affiliates (334) (476) 142 (30%)

Total other income and

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expenses, net (211) 6,200 (6,411) (103%)
Income before
income taxes 34,294 27,897 6,397 23% Income taxes 10,663 9,186 1,477 16%
         ----- ---- ----
Net income $23,631 $18,711 $4,920 26%
         ======= ====== ==
Weighted average
shares outstanding
- basic* 59,553 61,685
          ======
Weighted average
shares outstanding
- diluted* 59,658 62,157
          ======
Basic earnings per
share* $0.40 $0.30 $0.10 33%
           ===== ===== ==
Diluted earnings
per share* $0.40 $0.30 $0.10 33%
           ===== ===== ==
            Year Ended December 31,
            -----
             Variance
           2009 2008 $ %
(In thousands, except
per share amounts)
REVENUES:
 Royalty fees $217,984 $247,435 $(29,451) (12%)
 Initial franchise
 and relicensing
 fees 12,916 27,931 (15,015) (54%)
 Procurement
 services 17,598 17,148 450 3%
 Marketing and
 reservation 305,379 336,477 (31,098) (9%)
 Hotel operations 4,140 4,936 (796) (16%)
 Other
          6,161 7,753 (1,592) (21%)
           _____
  Total revenues 564,178 641,680 (77,502) (12%)
OPERATING EXPENSES:
 Selling, general
 and administrative 99,237 118,989 (19,752) (17%)
 Depreciation and
 amortization 8,336 8,184 152 2%
 Marketing and
 reservation 305,379 336,477 (31,098) (9%)
 Hotel operations 3,153 3,434 (281) (8%)
  Total operating
   expenses 416,105 467,084 (50,979) (11%)
Operating income 148,073 174,596 (26,523) (15%)
OTHER INCOME AND
EXPENSES:
 Interest expense 4,414 10,932 (6,518) (60%)
 Interest and
 other investment
 (income) loss (5,862) 7,760 (13,622) (176%)
 Equity in net
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income of
          (1,113) (1,414) 301 (21%)
 affiliates
 Total other
 income and
  expenses, net (2,561) 17,278 (19,839) (115%)
         -----
Income before
           150,634 157,318 (6,684) (4%)
income taxes
            52,384 57,107 (4,723) (8%)
Income taxes
        ----- -----
         $98,250 $100,211 $(1,961) (2%)
Net income
```

Weighted average shares outstanding

- basic\* 60,068 62,374

Weighted average

shares outstanding
- diluted\* 60,224 62,994

Basic earnings per

share\* \$1.64 \$1.61 \$0.03 2%

Diluted earnings

per share\* \$1.63 \$1.59 \$0.04 3%

\* The Company's weighted average shares outstanding for the three months and year ended December 31, 2008 have been retrospectively adjusted due to the application of EITF Issue 03-6-1 "Determining Whether Instruments Granted in Share Based Payment Transactions are Participating Securities" which became effective for the Company in 2009. The application of this guidance has resulted in the revision of basic and diluted earnings per share for the year ended December 31, 2008 from \$1.62 to \$1.61 and \$1.60 to \$1.59 per share, respectively. In addition, basic earnings per share for the three months ended December 31, 2008 has been revised from \$0.31 to \$0.30 per share.

Choice Hotels International, Inc. Consolidated Balance Sheets

Exhibit 2

(In thousands, except per

share amounts) December 31, December 31,

2009 2008

(Unaudited)

#### **ASSETS**

 Cash and cash equivalents
 \$67,870
 \$52,680

 Accounts receivable, net
 41,898
 43,141

 Deferred income taxes
 7,980
 8,223

 Other current assets
 10,114
 16,172

 Total current assets
 127,862
 120,216

Fixed assets and

intangibles, net 133,999 138,867

Receivable -- marketing and

reservation fees 33,872 13,527

Investments, employee benefit plans, at fair

 value
 20,931
 25,360

 Other assets
 23,373
 30,249

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#### LIABILITIES AND SHAREHOLDERS' DEFICIT

Accounts payable and

accrued expenses \$70,933 \$79,897
Deferred revenue 51,765 47,004

Deferred compensation &

retirement plan obligations 2,798 6,960 Other current liabilities 6,310 1,206

Total current liabilities 131,806 135,067

Long-term debt 277,700 284,400

Deferred compensation &

retirement plan

 obligations
 34,956
 33,462

 Other liabilities
 9,787
 12,960

Total liabilities 454,249 465,889

Common stock, \$0.01 par value 595 607 Additional paid-in-capital 90,731 90,141 Accumulated other

comprehensive income (loss) 333 (3,472)
Treasury stock, at cost (870,302) (835,186)
Retained earnings 664,431 610,240

Total shareholders' deficit (114,212) (137,670)

Total liabilities and

shareholders' deficit \$340,037 \$328,219

Choice Hotels International, Inc. Consolidated Statements of Cash Flows (Unaudited) Exhibit 3

Year Ended

(In thousands)

December 31,

2009 2008

2009 2000

## CASH FLOWS FROM OPERATING ACTIVITIES:

Net income \$98,250 \$100,211

Adjustments to reconcile net income to net

cash provided by operating activities:

Depreciation and amortization 8,336 8,184
Provision for bad debts 2,578 9,433

Non-cash stock compensation and other charges 13,761 10,914 Non-cash interest and other (income) loss (5,403) 9,300 Dividends received from equity method investments 1,337 1,180 Equity in net income of affiliates (1,113) (1,414)

Changes in assets and liabilities:

Receivables (796) (4,358)

Receivable - marketing and reservation fees, net (12,232) (7,578)

Accounts payable (8,279) (13,138)

Accrued expenses (1,289) (3,206)

Income taxes payable/receivable 8,163 (1,870)

Deferred income taxes 5,553 3,073

Deferred revenue 4,650 (1,549)

Other assets 3,041 (1,046)

Other liabilities (4,341) (3,737)

NET CASH PROVIDED BY OPERATING ACTIVITIES 112,216 104,399

CASH FLOWS FROM INVESTING ACTIVITIES:

Investment in property and equipment (11,135) (12,611) Issuance of notes receivable (1,995) (7,410) Collections of notes receivable 324 434

Purchases of investments, employee benefit plans (3,854) (7,802)

Proceeds from sales of investments, employee 13,895 7,819 benefit plans

Other items, net (584) (695)

NET CASH USED IN INVESTING ACTIVITIES (3,349) (20,265)

CASH FLOWS FROM FINANCING ACTIVITIES:

Principal payments of long-term debt - (100,000)

Net borrowings (repayments) pursuant to revolving Purchase of treasury stock

(59,128) (63,732)

Excess tax benefits from stock-based compensation 5,834 10,135

(44,274) (43,142) Dividends paid

Proceeds from exercise of stock options 9,158 9,026

NET CASH USED IN FINANCING ACTIVITIES (95,110) (75,713)

Net change in cash and cash equivalents 13,757 8,421

Effect of foreign exchange rate changes on cash

and cash equivalents 1,433 (2,118)

Cash and cash equivalents at beginning of period 52,680 46,377

CASH AND CASH EQUIVALENTS AT END OF PERIOD \$67,870 \$52,680

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CHOICE HOTELS INTERNATIONAL, INC. Exhibit 4 SUPPLEMENTAL OPERATING INFORMATION DOMESTIC HOTEL SYSTEM (UNAUDITED)

For the Year Ended December 31, 2009\*

Average Daily

Rate Occupancy RevPAR

Comfort Inn \$77.10 54.1% \$41.74 Comfort Suites 84.79 53.3% 45.17 69.64 51.5% 35.86 Sleep

-----Midscale without Food & Beverage 77.89 53.5% 41.69

46.0% Quality 68.00 31.31 77.79 Clarion 42.2% 32.86

Midscale with Food & Beverage 69.92 45.2% 31.63

----

54.66 43.5% 23.78 Econo Lodge Rodeway 22.54 52.48 43.0% ----54.02 43.3% Economy 23.41

MainStay Suburban	70.55 41.5		
Extended Stay	49	56. 	7% 28.24
Total	\$71.06 =====	49.4% ====	\$35.09 =====

For the Year Ended December 31, 2008  $^{\star}$ 

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Average Daily

Rate Occupancy RevPAR Comfort Inn \$79.84 60.1% \$48.01 Comfort Suites 89.49 61.3% 54.82 71.91 58.5% 42.10 Sleep Midscale without Food & Beverage 80.90 60.2% 48.66 Quality 71.42 52.0% 37.15 Clarion 84.48 50.0% 42.21 Midscale with Food & Beverage 74.18 51.6% --------Econo Lodge 55.58 46.9% 26.05 55.04 47.5% Rodeway 26.16 55.44 47.0% 26.08 Economy -----MainStay 73.72 64.2% 47.34 Suburban 42.93 62.4% 26.80 Extended Stay 51.14 62.9% 32.17 ----Total \$74.11 55.3% \$40.98

# Change

Dailu

Average Daily						
Rate Occupancy RevPAR						
•						
Comfort Inn Comfort Suites Sleep	(5.3%)	(600) bps (800) bps (700) bps	(17.6%)			
Midscale without Food	 d &					
Beverage		(670) bps	(14.3%)			
-	`		, ,			
Quality		(600) bps				
Clarion	(7.9%)	(780) bps	(22.2%)			
Midscale with Food &						
Beverage	(5.7%)	(640) bps	(17.3%)			
•						
Econo Lodge	(1.7%)	(340) bps	(8.7%)			
Rodeway	. ,	(450) bps	, ,			
Economy	(2.6%)	(370) bps	(10.2%)			

MainStay	(4.3%	) (630) bps	(13.8%)
Suburban	(3.3%	o) (610) bps	(12.9%)
Extended Stay	(2.6	%) (620) bps	(12.2%)
Total	(4.1%)	(590) bps	(14.4%)
	====	==== ===	=====

<sup>\*</sup> Operating statistics represent hotel operations from December through November

# For the Three Months Ended December 31, 2009\*

Average Daily

,	Average Daily				
	Rate Occupancy RevPAR				
Comfort Inn		52.5%			
Comfort Suites	81.94	50.5%	41.40		
Sleep	68.03	48.7%	33.12		
Midscale without Food 8			51.4%	39.23	
0 - 10	05.74	40.70/	00.00		
Quality		43.7%			
Clarion		39.9%	30.84		
Midagala with Fard 0 D			40.00/	00.14	
Midscale with Food & B	everage	67.98	42.9%	29.14	
Econo Lodge	53.67	42.19	22.62		
Rodeway		40.4%			
Tiodeway	30.11	40.476	20.24		
Economy	52 62	41.6%	21 89		
Loonomy			21.00		
MainStay	67.07	57.2%	38.33		
Suburban		57.1%			
Extended Stay	46.92	57.19	6 26.79		
•					
Total	\$69.38	47.3%	\$32.84		

# For the Three Months Ended December 31, 2008\*

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Av	erage Da Rate	,	cupancy I	RevPAR	
Comfort Inn Comfort Suites Sleep		3.09	57.8% 57.6% 55.1%	50.73	
Midscale without Food &			80.00	57.3%	45.85
Quality Clarion	69.34 82.53		49.2% 46.7%		
Midscale with Food & Be	verage		71.97	48.6%	35.00
Econo Lodge Rodeway	55 53.	5.36 68 		25.19 23.81	

Economy	54.90		45.29	% 24.80
MainStay Suburban	74. 44	.71 .08	61.4% 57.1%	
Cabarbari				0 20.17
Extended Stay	5	2.65	58.2	2% 30.67
Total	\$72.9	7	52.6%	\$38.38
	=====		====	=====

Change

A		occupancy	RevPAR
Comfort Inn Comfort Suites Sleep	(7.0%) (4.8%)	(710) bps (640) bps	(12.6%) (18.4%) (15.9%)
Midscale without Fo Beverage	(4.7%)	(590) bps	(14.4%)
Quality Clarion	(6.3%)	(550) bps (680) bps	(15.8%) (19.9%)
Midscale with Food Beverage	&	(570) bps	(16.7%)
Econo Lodge Rodeway	(3.1%)	) (340) bps (400) bps	(10.2%) (15.0%)
Economy		(360) bps	(11.7%)
	(11.7%)	(420) bps - bps	
Extended Stay		(110) bp:	s (12.7%)
Total		(530) bps	

<sup>\*</sup> Operating statistics represent hotel operations from September through November

System-wide effective

royalty rate 4.30% 4.23% 4.26% 4.20%

CHOICE HOTELS INTERNATIONAL, INC. Exhibit 5 SUPPLEMENTAL HOTEL AND ROOM SUPPLY DATA (UNAUDITED)

December 31, December 31, 2009 2008

Hotels Rooms Hotels Rooms

----- ----- -----

 Comfort Inn
 1,447
 113,633
 1,462
 114,573

 Comfort Suites
 608
 47,301
 541
 42,152

 Sleep
 392
 28,599
 365
 26,867

Midscale without Food & Beverage 2,447 189,533 2,368 183,592

----- ------

 Quality
 979
 89,336
 908
 85,055

 Clarion
 172
 24,636
 150
 21,497

 -- --- --- --- ----

Midscale with Food & Beverage 1,151 113,972 1,058 106,552

-----

Econo Lodge 792 48,996 816 50,812 Rodeway 372 21,392 346 20,302

Economy 1,164 70,388 1,162 71,114

..... -----

MainStay 37 2,866 35 2,694 Suburban 61 7,416 60 7,256

Extended Stay 98 10,282 95 9,950

Ascend Collection 28 2,346 21 1,353
Cambria Suites 18 2,073 12 1,323

Domestic Franchises 4,906 388,594 4,716 373,884

International Franchises 1,115 98,816 1,111 98,642

----- ------ -----

Total Franchises 6,021 487,410 5,827 472,526

Variance

Hotels Rooms % %

----- ---- ---

 Comfort Inn
 (15)
 (940)
 (1.0%)
 (0.8%)

 Comfort Suites
 67
 5,149
 12.4%
 12.2%

 Sleep
 27
 1,732
 7.4%
 6.4%

Midscale without Food & Beverage 79 5,941 3.3% 3.2%

 Quality
 71
 4,281
 7.8%
 5.0%

 Clarion
 22
 3,139
 14.7%
 14.6%

------ ----- ----- Midscale with Food & Beverage 93 7,420 8.8% 7.0%

-- ---- ---

Economy 2 (726) 0.2% (1.0%)

MainStay 2 172 5.7% 6.4% Suburban 1 160 1.7% 2.2%

Extended Stay 3 332 3.2% 3.3%

-- --- ---

Ascend Collection 7 993 33.3% 73.4% Cambria Suites 6 750 50.0% 56.7%

 Domestic Franchises
 190
 14,710
 4.0%
 3.9%

 International Franchises
 4
 174
 0.4%
 0.2%

 Total Franchises
 194
 14.884
 3.3%
 3.1%

Total Franchises 194 14,884 3.3% 3.19

CHOICE HOTELS INTERNATIONAL, INC. Exhibit 6
SUPPLEMENTAL INFORMATION BY BRAND
DEVELOPMENT RESULTS -- DOMESTIC NEW HOTEL CONTRACTS
(UNAUDITED)

For the Year Ended December 31, 2009

New

Construction Conversion Total

-----

Comfort Inn 9 39 48 Comfort Suites 1 2 Sleep 12 Midscale without Food & Beverage 37 79 Quality 111 115 Clarion 32 31 Midscale with Food & Beverage 142 147 Econo Lodge 68 68 Rodeway 48 49 Economy 117 116 MainStay 5 2 7 Suburban 2 Extended Stay 12 Ascend Collection 3 9 12 Cambria Suites 2 Total Domestic System 56 313 369

For the Year Ended December 31, 2008

===

New

==

Construction Conversion Total

42 49

152

-----

 Comfort Inn
 48
 58
 106

 Comfort Suites
 85
 3
 88

 Sleep
 72
 4
 76

Midscale without Food & Beverage 205 65 270

7

Quality 5 147

Clarion

-- -- --

Midscale with Food & Be	verage 12 189 201 
Econo Lodge Rodeway	4 83 87 3 99 102
Economy	7 182 189 
MainStay Suburban	12 - 12 8 - 8
Extended Stay	20 - 20
Ascend Collection Cambria Suites	1 1 2 16 - 16 
Total Domestic System	261 437 698 === ===
	% Change
	New onstruction Conversion Total
Comfort Inn Comfort Suites Sleep	(81%) (33%) (55%) (81%) (67%) (81%) (83%) (50%) (82%)
Midscale without Food &	Beverage (82%) (35%) (71%)
Quality Clarion	(20%) (24%) (24%) (86%) (26%) (35%)
Midscale with Food & Be	verage (58%) (25%) (27%)
Econo Lodge Rodeway	(100%) (18%) (22%) (67%) (52%) (52%)
Economy	(86%) (36%) (38%)
MainStay Suburban	(58%) NM (42%) (63%) NM (38%)
Extended Stay	(60%) NM (40%)
Ascend Collection Cambria Suites	200% 800% 500% (88%) NM (88%)
Total Domestic System	(79%) (28%) (47%) === ===
	For the Three Months Ended December 31, 2009
	New

New

Construction Conversion Total

 Comfort Inn
 5
 17
 22

 Comfort Suites
 7
 7

 Sleep
 1
 1

Midscale without Food	& Beverage 13 17 30
Quality Clarion	1 24 25 - 8 8
Midscale with Food & E	
Econo Lodge Rodeway	- 23 23 - 12 12 
Economy	- 35 35 
MainStay Suburban	4 1 5 1 2 3
Extended Stay	5 3 8 
Ascend Collection Cambria Suites	2 4 6
Total Domestic System	21 91 112 == == ===
	For the Three Months Ended December 31, 2008
	New Construction Conversion Total

Construction Conversion Total

Comfort Suites Sleep Midscale without Food & Beverage Quality Clarion Midscale with Food & Beverage Econo Lodge Rodeway Economy MainStay Suburban Extended Stay Ascend Collection Cambria Suites Total Domestic System 

Comfort Inn

# New Construction Conversion Total

Comfort Inn Comfort Suites Sleep Midscale without Food & E	(65%) (96%)	` ′	(65%) (96%)
Midseale Without 1 ood & L			(078) (0278)
Quality Clarion	0% ( (100%)	(38%) (3 (43%) (	8%) (47%)
Midscale with Food & Beve			(40%) (40%)
Econo Lodge	(100%)	(18%	s) (21%)
Rodeway	(100%)	(65%)	(66%)
Economy	(100%)		(45%)
MainStay	(20%)	NM	0%
Suburban		NM	
Extended Stay	 0% 	 NM 	60%
Ascend Collection	100%	NM	500%
Cambria Suites	(100%)	NM	(100%)
Total Domestic System			32%) (46%)
	=== ==	====	

# CHOICE HOTELS INTERNATIONAL, INC. DOMESTIC HOTEL PIPELINE OF HOTELS UNDER CONSTRUCTION, AWAITING CONVERSION OR APPROVED FOR DEVELOPMENT (UNAUDITED)

A hotel in the domestic pipeline does not always result in an open and operating hotel due to various factors.

December 31, 2009 Units

New				
	Conversion	Construc	tion Tota	ıl
Comfort Inn	43	91	134	
Comfort Suites	-	181	181	
Sleep Inn	1	122	123	
Midscale without Foo		00.4	400	
Beverage	44	394	438	
Quality	48	15	63	
Clarion	19	6	25	
Midscale with Food	& Beverage	67	21	88
Econo Lodge	43	4	47	
Rodeway	36	2	38	
. iouoiiuj				
Economy	79	6	85	
-				
MainStay	_	37	37	
		٠.	٠.	

Suburban		2	30	32
Extended Stay		2	67 	69
Ascend Collection Cambria Suites		2 - 	4 41 	6 41
	194	53	3 72	27
	===	==	= =	==

December 31, 2008 Units

New Conversion Construction Total

Comfort Inn Comfort Suites Sleep Inn	51 3 2		-	82
Midscale without Food of Beverage	* * 56	 5	 61 61 	7
Quality Clarion	69 36	14 9	83 45	
Midscale with Food &	Beverage	10	 5 2 	128
Econo Lodge Rodeway	4 58	-	5 5 2 60	-
Economy	103	 	7 11 	0
MainStay Suburban	- -	38 34		
Extended Stay			72 72 	2
Ascend Collection Cambria Suites		- 	1 1 59 59	
	264 ===	723 ===	987 ===	

# Variance

Conve	rsion	New C	Const	ruction	Total
Units	%	Units		Units	%

(8) (16%) (34) (27%) (42) (24%) (3) (100%) (98) (35%) (101) (36%) (1) (50%) (35) (22%) (36) (23%) Comfort Inn Comfort Suites Sleep Inn

Midscale without Food

(12) (21%) (167) (30%) (179) (29%) & Beverage

(21) (30%) 1 7% (20) (24%) (17) (47%) (3) (33%) (20) (44%) --- --- --- --- ---Quality Clarion

Midscale with I	Food
& Beverage	(38) (36%) (2) (9%) (40) (31%)
Econo Lodge Rodeway	(2) (4%) (1) (20%) (3) (6%) (22) (38%) - 0% (22) (37%)
Economy	(24) (23%) (1) (14%) (25) (23%)
MainStay	- NM (1) (3%) (1) (3%)
Suburban	2 NM (4) (12%) (2) (6%)
Extended Stay	2 NM (5) (7%) (3) (4%)
Ascend Collection	
Cambria Suites	- NM (18) (31%) (18) (31%)
	(70) (27%) (190) (26%) (260) (26%)
	=== === ==== ===

# CHOICE HOTELS INTERNATIONAL, INC. Exhibit 8 SUPPLEMENTAL NON-GAAP FINANCIAL INFORMATION Exhibit 8 (UNAUDITED)

# CALCULATION OF FRANCHISING REVENUES AND ADJUSTED FRANCHISING MARGINS

Three Months Ended Year Ended (dollar amounts in thousands) December 31, December 31,
2009 2008 2009 2008
Franchising Revenues:
Total Revenues \$140,701 \$154,494 \$564,178 \$641,680 Adjustments:     Marketing and reservation     revenues (77,576) (81,904) (305,379) (336,477) Hotel operations (909) (1,253) (4,140) (4,936)
Franchising Revenues \$62,216 \$71,337 \$254,659 \$300,267
Franchising Margins:
Operating Margin:
Total Revenues \$140,701 \$154,494 \$564,178 \$641,680 Operating Income \$34,083 \$34,097 \$148,073 \$174,596
Operating Margin 24.2% 22.1% 26.2% 27.2%
Adjusted Franchising Margin:
Franchising Revenues \$62,216 \$71,337 \$254,659 \$300,267
Operating Income \$34,083 \$34,097 \$148,073 \$174,596 Acceleration of management succession plan benefits - 500 - 6,605 Employee termination benefits 2,334 2,731 4,604 3,537 Curtailment loss related to the freezing of benefits under the Company's Supplemental Executive Retirement Plan 1,209 - 1,209 - Loss on sublease of office space - 1,503 - Loan reserves related to impaired notes receivable - 7,555 - 7,555 Hotel operations (134) (359) (987) (1,502)

## \$37,492 \$44,524 \$154,402 \$190,791

---------- ----

Adjusted Franchising Margins 60.3% 62.4% 60.6% 63.5%

#### CALCULATION OF ADJUSTED SELLING, GENERAL AND ADMINISTRATIVE COSTS

Three Months Ended Year Ended

(dollar amounts in thousands) December 31, December 31,

2009 2008 2009 2008

Selling, general and

administrative costs \$26,183 \$35,580 \$99,237 \$118,989

Acceleration of management

- (500) - (6,605) succession plan benefits

Employee termination benefits (2,334) (2,731) (4,604) (3,537)

Curtailment loss related to the

freezing of benefits under the

Company's Supplemental Executive

Retirement Plan (1,209) - (1,209) Loss on sublease of office space - (1,503) Loan reserves related to impaired

notes receivable - (7,555) - (7,555) --- -----

Adjusted Selling, General and

Administrative Costs \$22,640 \$24,794 \$91,921 \$101,292

## CALCULATION OF ADJUSTED NET INCOME AND ADJUSTED DILUTED EARNINGS PER SHARE (EPS)

(In thousands, except per Three Months Ended Year Ended share amounts) December 31, December 31,

2009 2008 2009 2008

---- ---- ----

Net Income \$23,631 \$18,711 \$98,250 \$100,211

Adjustments:

Acceleration of management

- 313 - 4,135 succession plan benefits

Employee termination benefits 1,461 1,709 2,882 2,214

Curtailment loss related to the

freezing of benefits under the

Company's Supplemental Executive

Retirement Plan 757 - 757 - Loss on sublease of office space - 941 -

Loan reserves related to impaired

notes receivable - 4,729 - 4,729 --- -----

Adjusted Net Income \$25,849 \$25,462 \$102,830 \$111,289

------

Weighted average shares

outstanding-diluted 59,658 62,157 60,224 62,994

Diluted Earnings Per Share \$0.40 \$0.30 \$1.63 \$1.59

Adjustments:

Acceleration of management

- - 0.07 succession plan

Employee termination benefits 0.02 0.03 0.05 0.03

Curtailment loss related to the freezing of benefits under the

Company's Supplemental Executive

0.01 - 0.01 -Retirement Plan

Loss on sublease of office space - - 0.02 Loan reserves related to impaired
notes receivable - 0.08 - 0.08
--- --- --Adjusted Diluted Earnings Per
Share (EPS) \$0.43 \$0.41 \$1.71 \$1.77

### Adjusted EBITDA Reconciliation

(in millions)

Year Ended Year Ended December 31, December 31, Full-Year Q4 2009 Q4 2008 2009 2008 2010 Actuals Actuals Actuals Outlook Operating Income (per GAAP) \$34.1 \$34.1 \$148.1 \$174.6 \$158 - \$162 Acceleration of management succession plan -0.5 6.6 Employee termination benefits 2.3 2.7 4.6 3.5 Curtailment loss related to the freezing of benefits under the Company's Supplemental Executive Retirement Plan 1.2 1.2 Loss on sublease of office space 1.5 Loan reserves related to impaired notes receivable 7.6 7.6 8.0 Depreciation and 2.0 amortization 2.1 8.3 8.2 Adjusted Earnings before interest, taxes, depreciation & amortization (non-GAAP) \$39.7 \$46.9 \$163.7 \$200.5 \$166 -\$170

First Call Analyst: FCMN Contact:

SOURCE: Choice Hotels International, Inc.

CONTACT: David White, Senior Vice President, Chief Financial Officer & Treasurer, +1-301-592-5117, or David Peikin, Senior Director, Corporate Communications, +1-301-592-6361, both of Choice Hotels International, Inc.

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

https://stage.mediaroom.com/choicehotels/2010-02-11-Choice-Hotels-Reports-Full-Year-2009-Adjusted-Diluted-EPS-of-1-71-Domestic-Unit-Growth-of-4-0