

## **Choice Hotels Executive Brian Parker Selected Among SaVoy Magazine's Top 100 Most Influential Blacks in Corporate America**

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SILVER SPRING, Md.

Worldwide lodging franchisor Choice Hotels International, Inc. is proud to announce that Brian Parker, vice president of emerging markets and new business development, was named to SaVoy Magazine's "Top 100 Most Influential Blacks in Corporate America."

The magazine's Spring 2010 issue featuring the Top 100 includes extraordinary professionals and entrepreneurs that lead by example and serve as role models to inspire future leaders and empower others within corporate America. Parker was selected among this year's honorees because of his position with Choice Hotels and his commitment to the community.

Through his role at Choice Hotels, Parker leads the emerging markets and new business development franchise sales efforts, identifying and recruiting qualified entrepreneurs and developers from outside the lodging industry. He is also responsible for leading the company's Caribbean franchise development efforts and diversifying the company's franchisee base by recruiting successful minority entrepreneurs to become owners of Choice brand hotels.

"I'm very honored to have been selected for this distinctive recognition among such a competitive group of professionals who are all working to make a positive impact within the corporate world and for the leaders of tomorrow," said Parker.

Parker has previously been recognized with inclusion in Black Enterprise Magazine's "Hot List of American's Most Powerful Players Under 40" twice, Black Professionals Magazine's list of the "Top 100 Blacks in Corporate America," Black Meetings/Tourism Magazine's "Top Blacks in Lodging" and Hotel & Motel Management Magazine's "Leaders of Tomorrow."

### 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](http://www.choicehotels.com).

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