

Choice Hotels International Names Rain Fletcher as Vice President of Application Development & Architecture

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Choice Hotels International, Inc. today announced that it has named Rain Fletcher vice president of application development and architecture. In this new position, he will be responsible for the architecture and software development teams of the company's information systems, including ChoiceHotels.com, property systems, corporate intranet, central reservations, and customer information systems. Fletcher reports to the company's Chief Technology Officer Todd Davis.

Fletcher brings more than 20 years of experience in leadership to Choice Hotels, most recently serving as principal architect with CedarCrestone. In this position, he led multiple successful Service Oriented Architecture (SOA) and Business Process Management (BPM) solutions.

"As the company and its IT organization work towards our goal of future global growth, Rain will serve as a key part of the IT leadership team," said Davis. "As someone who embodies the many values and principles of Choice Hotels, I am confident that he will be a great addition to our company."

Prior to CedarCrestone, Fletcher served as principal systems engineer at Oracle, where his role as client architect helped create one of the largest information technology and SOA governance programs. As an international keynote speaker on SOA, BPM and Agile Development Methodologies, Fletcher is a thought leader in these fields of technology, architecture and software development.

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.

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