

Choice Hotels International Congratulates Our 10 Millionth Choice Privileges Member

Membership Is Now Available Across Central America, Africa and the Middle East*

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By adding five million in four years, global lodging powerhouse Choice Hotels International, Inc. recently celebrated reaching a milestone of 10 million members for its award-winning Choice Privileges rewards program. Felicia Jones of Houston, Texas was the lucky celebratory rewards program member, receiving 10 free hotel nights, after signing up at the Comfort Suites hotel of Lake Charles, Louisiana.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20070516/NEW105LOGO>)

Choice Privileges is one of the fastest growing rewards programs, reaching 5 million members in 2006 and 8 million members in 2009. As part of the celebration of its 10-millionth-member, Choice Privileges is also excited to announce membership is now available to residents throughout Central America, Africa and the Middle East.* In addition, all members will now be able to earn points for qualifying hotel stays in Costa Rica, El Salvador, Guatemala, Honduras and Lebanon, meaning travelers can now earn points at the thousands of Choice Hotels brand properties in the U.S., Canada, Europe, the Middle East, Mexico, Central America, Australasia and the Caribbean.**

"The Choice Privileges program is growing more rapidly every day," said Greg Brown, vice president of loyalty and relationship marketing for Choice Hotels. "Not only has Choice Privileges proven to be very popular among travelers worldwide, it has also proven to add tremendous value for our franchise hotel owners, helping to drive more reservations to their hotels."

Launched in 1998, Choice Privileges offers free membership for travelers to earn points towards free nights, airline miles, retail gift cards and more, even charitable giving, while staying at any participating Choice Hotels brand properties worldwide. Choice Privileges members receive a wide range of benefits, including express reservations, express check-in, complimentary extended check-out, exclusive offers and more.

Announcement of the Choice Privileges membership milestone and further international expansion comes just weeks ahead of revealing its next great promotional offer for the summer travel season. For more information, visit www.choiceprivileges.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 other countries and territories. As of March 31, 2010, more than 600 hotels are under construction, awaiting conversion or approved for development in the United States, representing more than 52,000 rooms, and more than 100 hotels, representing approximately 8,200 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.

*Excluding Cuba, Democratic Republic of Congo, Iran, Liberia, Republic of Cote d'Ivoire, Sudan, Syria and Zimbabwe.

**Excluding Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden. Including Australia, New Zealand, Singapore, Papua New Guinea and Fiji.

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