

## **Choice Hotels Names Amish Naik as Vice President, Global Development Operations and Planning**

PRNewswire-FirstCall  
SILVER SPRING, Md.

Choice Hotels International, Inc. today announced that it has named Amish Naik as vice president of global development operations and planning. In this new position, he will be responsible for the oversight and development of the tools, data, information and budgeting that drive the success of the company's franchise sales team while also assisting in devising Choice's international development strategy. Naik reports to Senior Vice President of Global Development David Pepper.

Naik comes to Choice with more than 20 years of experience in the hospitality industry in a wide range of roles from property-level operations to corporate strategic planning. Most recently, Naik served as vice president, owner and franchise services for Marriott International leading a multi-dimensional team, responsible for a number of key franchise services functions. He was instrumental in the implementation and enhancement of Marriott's strategic business platforms including a leading program designed to facilitate the company's extensive development activity while balancing the needs of the existing owner and franchise community.

"Amish will be an excellent addition to our industry-leading franchise sales team and the entire Choice organization," said Pepper. "He joins us with an in-depth understanding of the franchising business and a proven track record of planning and implementing development-focused strategies that achieve successful results."

Prior to joining Marriott, Amish was an associate partner for Finnell Consulting, a provider of hospitality consulting services to companies, investors and institutions. Amish also worked as a market analyst for Holiday Inn Worldwide and as a hotel resident manager.

Amish holds bachelor degrees in Economics and Art History from Rutgers College and a masters degree in Hotel Industry Studies from New York University - Tisch Center for Hospitality, Tourism and Sports Management.

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

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