

## **Choice Hotels International Named Among Top 25 Franchises for Hispanics**

### **PODER Magazine Selects Worldwide Lodging Franchisor for Prestigious List**

PRNewswire  
SILVER SPRING, Md.

Worldwide lodging franchisor Choice Hotels International, Inc. is pleased to announce its selection by PODER magazine as one of the "Top 25 Franchises for Hispanics."

"We're very proud to be recognized by PODER magazine as one of the top companies today among available franchises for the Hispanic business community," said Brian Parker, vice president of emerging markets and new business development for Choice Hotels. "We are fully committed to the ongoing recruitment, development, support and retention of our minority franchisees, as inclusion and diversity are keys to our long-term growth and success as a franchise organization."

The National Minority Franchising Initiative (NMFI) estimates that approximately just 6 percent of franchised outlets are currently owned by Hispanics, a number that clearly offers great room for improvement. Among the other companies included in this year's Top 25 list, Choice Hotels is doing its part, thanks to the efforts of its Emerging Markets and New Business Development group, to recruit Hispanic owners into its family of hotel franchise owners.

"Hotel ownership is an excellent investment opportunity for Hispanic entrepreneurs and we're excited because this recognition will strengthen our brand awareness within the prominent Latino business community," said Jose Salvador Icaza, director of emerging markets for Choice Hotels.

Inclusion on this year's list by PODER was determined upon the results of a specially-designed national survey as well as other general company information by the NMFI. As one of the recognized corporations, Choice offers a proven franchise system while providing excellent ongoing support to its new and emerging hotel owners through a number of exclusive resources.

As one of this year's Top 25 companies, Choice Hotels will be featured in the upcoming issue of PODER. For more information on Choice Hotels and its Emerging Markets group, visit [www.choicehotelsfranchise.com/emerging\\_markets](http://www.choicehotelsfranchise.com/emerging_markets).

#### 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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