

Choice Hotels International Wins Workplace Excellence Award for 8th Consecutive Year

Maryland Lodging Company Also Receives Health & Wellness Trailblazer Recognition for 4th Consecutive Year

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SILVER SPRING, Md.

Choice Hotels International, Inc. is proud to announce that the Alliance for Workplace Excellence (AWE) has awarded the company's Silver Spring headquarters with both the Workplace Excellence Seal of Approval and the Health & Wellness Trailblazer Award for 2010. This is the eighth consecutive year that Choice Hotels has been honored with the Workplace Excellence seal and the fourth consecutive year for the Health & Wellness Trailblazer Award.

"We are honored to have received this award once again this year, truly exemplifying what we believe to represent an outstanding work place," said Patrick Cimerola, senior vice president, human resources and administration for Choice Hotels. "We're proud of the programs, practices and continued leadership involvement we've established that have led to this recognition, but are even more proud to be able to help our employees perform at their professional and personal bests."

The Workplace Excellence Seal of Approval and Health & Wellness Trailblazer Awards highlight businesses that promote professional fulfillment and personal wellness at work, at home, and in the community. All award applicants undergo a rigorous assessment process led by an independent review panel. Recipients of the Workplace Excellence and Health & Wellness Trailblazer recognition must have demonstrated equal merit in each of the following categories:

- Supportive Corporate Culture and Management Practices
- Family and Employee-Friendly Policies and Practices
- Strong Employee Health and Wellness Initiatives
- Comprehensive Growth and Learning Opportunities
- Demonstration to Corporate Social Responsibility and Employee Volunteerism

The Alliance for Workplace Excellence is a nonprofit organization committed to positioning workplace excellence as a competitive advantage in the public, private and nonprofit business community by building and recognizing "Excellent Places to Work." For more information on the Workplace Excellence Seal of Approval and the Alliance for Workplace Excellence, visit www.excellentworkplace.org.

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.

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