

Choice Hotels International Deploys Innovative Web-based Property Management System to 3,000th Hotel and Announces Global Deployment Plans

One-of-A-Kind choiceADVANTAGE Software Solution Is Industry's Most-Widely Distributed Web-Based Proprietary System

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Choice Hotels International, Inc. announced today that it has deployed its proprietary Web-based hotel property management system, choiceADVANTAGE, to its 3,000th franchised hotel. The easy-to-use choiceADVANTAGE solution provides Choice brand franchisees with advanced hotel management functionality, including efficient guest servicing, sophisticated revenue management, complete groups functionality, remote access and full integration with Choice's programs.

(Logo: <http://photos.prnewswire.com/prnh/20100520/PH083777LOGO-b>)

choiceADVANTAGE is currently deployed to Choice Hotels franchised properties in the United States, Canada and Mexico. The company anticipates full deployment of the solution to its entire domestic hotel portfolio of nearly 5,000 hotels by 2012. The company is also planning to roll out the system to its properties in Australia, New Zealand, Great Britain, France and Germany beginning later in 2010.

"choiceADVANTAGE is an above-property, private cloud based technology solution, purpose built for use on the Internet," said Todd Davis, chief technology officer, Choice Hotels International. "The full integration with our central reservation and customer relationship management system and rate and revenue management tools provides additional value to our franchisees. choiceADVANTAGE provides a fully integrated solution to manage guest interaction, from the moment a reservation is made through the time of check out and after the stay. We look forward to deploying the solution to all of our domestic hotels and to expanding its footprint further across the globe."

As an above property, Web-based solution, choiceADVANTAGE requires a minimal initial investment for hotel owners. Consequently, there is no need to purchase and maintain costly infrastructure and hardware associated with traditional property management systems. This lower total cost of ownership continues to be of tremendous appeal to prospective Choice franchisees that also benefit from being able to access the system from any computer with Internet access.

"choiceADVANTAGE is an incredibly powerful, easy-to-use property management system, the most robust I've worked with in my hospitality career," said Jay Patel, general manager, Quality Inn & Suites, Greenville, Alabama, the hotel at which the 3,000th choiceADVANTAGE system was deployed. "It is very easy to learn and navigate around due to its user-friendly, intuitive design."

"Again and again, Choice Hotels International has proven itself as a thought leader and innovator in the use of technology to help its franchisees succeed," said Fred Bentfeld, general manager, U.S. Distribution & Services, Microsoft Corp. "We are very pleased with Choice's success with choiceADVANTAGE and use of Microsoft software to help empower its franchisees with access to the resources and information they need to improve productivity, guest satisfaction and financial performance."

The company is also currently beta testing its Rates Center management tool, developed for choiceADVANTAGE. Rates Center allows hotels to more effectively manage pricing and inventory and will be deployed beginning later in 2010.

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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