

Choice Hotels International Breaks Ground on First Suburban Extended Stay Hotel Locations for Canada

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Choice Hotels International, Inc. broke ground this week on the company's first Suburban Extended Stay Hotel properties for Canada in Estevan, Saskatchewan and Thompson, Manitoba. Both hotels are designed to accommodate the large number of travelers in the two Canadian cities, especially those staying for longer periods of time in the cities' growing industrial fields.

"With the beginnings of Choice Hotels extended stay growth in Canada, we are pleased to celebrate this significant milestone in our international development. Suburban Extended Stay Hotel is a perfect fit for the two extremely fast growing cities in Canada," said Kevin Lewis, president of upscale and extended stay brands for Choice Hotels. "We are fortunate for the opportunity to expand our brands domestically and internationally."

Suburban Extended Stay hotels offer guests great value over a longer stay. The Suburban brand provides everything a traveler needs for the perfect temporary housing solution, including full kitchens and discounts for weekly and monthly stays. Guests will also enjoy free cable TV and high speed Internet access.

The hotel in Thompson, MB, owned and operated by Accommodations North, Ltd., will contain 70 rooms on Moak Crescent. Angelo Paletta of Accommodations North says, "The services and amenities of the Suburban Extended Stay Hotel brand are directed specifically to our target consumers, including relocating employees, construction companies, and the trade and service industries in Manitoba."

The 89-room hotel located at Rooney and Kensington St. in Estevan, SK is owned and operated by Estevan Hospitality Endeavors LP / Bridge Road Developments Ltd. / Encore Hospitality Incorporated. "The Estevan market is tuned to an extended stay hotel, and in turn, this Choice brand caters specifically to the unique Estevan area needs, with amenities specially designed to provide longer term lodging for a large number of the people traveling to the area" said David Landzaat, C.E.O. of Encore Hospitality Inc.

Both Suburban Extended Stay properties, franchised by Choice Hotels International, are expected to open in early 2011. Suburban Extended Stay hotels, as part of the mid-range market, offer residential style amenities with enough room for an extended stay including separate areas for dressing, relaxing, sleeping and eating. For more information about Suburban Extended Stay Hotel visit www.suburbanhotels.com.

About Choice

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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