

New Choice Privileges® Visa Signature® Card Represents A Great Way for Consumers to Save on Next Vacation

Get the card and Earn 2 Free Nights at Over 1,500 Locations!

PRNewswire-FirstCall
SILVER SPRING, Md.

Choice Hotels International today announced that the new no annual fee Choice Privileges® Visa Signature® Card, featuring fast earning power and an automatic upgrade to Elite Gold status, will be available July 1.

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The new card, issued by Barclaycard US, will award 8,000 bonus points after a cardholder makes their first purchase and another 8,000 bonus points after their first paid stay with the new Choice Privileges Visa card at a Choice brand hotel. That's enough points for two free nights at over 1,500 Choice Privileges locations(1).

Cardholders will earn 2 points per \$1 spent on everyday purchases such as gas and groceries. That's twice the points compared to many other hotel credit cards!

In addition, cardholders will earn 15 points for every \$1 spent at over 4,200 Choice Privileges locations worldwide, 10 points per \$1 spent at 2,000 other Choice Privileges properties(2), and cardholders will earn 5 points per \$1 spent on Choice Hotels gift cards and on the purchase of additional Choice Privileges points(3).

"The new Choice Privileges Visa Signature Card is another example of the many great ways to earn Choice Privileges points," said Greg Brown, Vice President, Loyalty and Relationship Marketing, Choice Hotels International, Inc. . "By using the card, Choice Privileges members can quickly earn points which can be redeemed for free nights or a variety of fantastic redemption options."

With Visa Signature benefits, the new Choice Privileges Visa Signature Card opens doors to games, concerts, shows, getaways and events as well as savings opportunities at partner retailers in Home & Garden, Flowers & Gifts, Computers & Electronics and Apparel & Shoes. Cardholders can access a concierge service open 24 hours per day, Emergency Card Replacement and Emergency Cash Disbursement, No Pre-Set Spending Limit, Purchase Security, Warranty Manager Service, Year-End Summary Statements and Travel and Emergency Assistance Services.

Visa Signature offers cardholders a range of benefits and perks, in addition to a number of rewards programs that may be offered by Visa Signature partners, such as airline, hotel and cash back programs. Visa Signature cardholders enjoy access to a host of benefits, such as complimentary concierge services, the Visa Signature Luxury Hotel Collection, and warranty manager service, as well as special offers for perks focused on cardholder passions, such as travel, wine and food, sports and entertainment events. Perks range from everyday values, such as special offers on movie tickets and discounts at select retailers, to VIP tickets for premier concerts, Broadway shows and epicurean events, and once-in-a-lifetime packages for events such as the Olympics and FIFA World Cup. For more information about Visa Signature, visit www.visa.com/signature.

Choice Hotels International recently celebrated reaching a milestone of 10 million members

for its award-winning Choice Privileges rewards program. Choice Privileges is one of the fastest growing rewards programs, reaching 5 million members in 2006 and 8 million members in 2009.

"We're very excited at Barclaycard to be partnering with Choice Hotels to jointly create a new and easy way for consumers to earn Choice Privileges points," said Scott Young, General Manager-Partnerships, Barclaycard US. "We look forward to a successful program that meets the needs of loyal Choice Privileges members."

Launched in 1998, the Choice Privileges rewards program offers free membership for travelers to earn points towards free nights, airline miles, retail gift cards and charitable giving, while staying at any participating Choice Hotels brand property worldwide. Choice Privileges members receive a wide range of benefits, including express reservations, express check-in, complimentary extended check-out, exclusive offers and more.

All Choice Privileges program terms and conditions apply. See choiceprivileges.com for details.

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.

Choice Hotels, Choice Hotels International, Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge, Rodeway Inn and Ascend Collection are proprietary trademarks and service marks of Choice Hotels International.

About Barclaycard US

Headquartered in Wilmington, Del., Barclaycard US creates customized, co-branded credit card programs for some of the country's most successful travel, entertainment, retail and financial institutions. The company employs 1,600 associates and was named a Top Employer in Delaware in 2009. For more information please visit www.barclaycardus.com.

Barclaycard, part of Barclays Global Retail Banking division, is a leading global payment business which helps consumers, retailers and businesses to make and accept payments flexibly, and to access short-term credit when needed.

The company is one of the pioneers of new forms of payments and is at the forefront of

developing viable contactless and mobile payment schemes for today and cutting edge forms of payment for the future. It also issues credit and charge cards to corporate customers and the UK Government. Barclaycard partners with a wide range of organisations across the globe to offer their customers or members payment options and credit.

In addition to the UK, Barclaycard operates in the United States, Europe, Africa and the Middle and Far East.

For further information about Barclays, please visit www.barclays.com

Program Notes

(1) Earn 8,000 points after the first use with the new Choice Privileges Visa Signature card. Earn an additional 8,000 points after the first paid stay with the new Choice Privileges Visa Signature card at a Comfort Inn®, Comfort Suites®, Quality®, Sleep Inn®, Clarion®, Ascend Collection®, Cambria Suites®, MainStay Suites®, Suburban Extended Stay® , Econo Lodge® or Rodeway Inn® hotel in the U.S. Two free nights are based on 16,000 Choice Privileges points. A free night requires more points at most Choice brand hotels. For point level information, visit choiceprivileges.com.

(2) Earn 10 points per dollar with eligible MainStay Suites®, Suburban Extended Stay®, Econo Lodge® and Rodeway Inn® property stays based on 5 points per dollar with the Choice Privileges Visa card linked to the same Choice Privileges membership and 5 points per dollar with the Choice Privileges program. Eligible stays at all other Choice Privileges locations will earn you 15 points per dollar based on 10 points per dollar earned through the Choice Privileges membership and 5 points per dollar with the Choice Privileges Visa card linked to the same Choice Privileges membership. Choice Privileges locations include the U.S., Canada, Europe, the Middle East, Mexico, Central America, the Caribbean and Australasia. Europe excludes Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden. Australasia includes Australia, New Zealand, Singapore, Papua New Guinea, and Fiji.

(3) Earn 5 points per dollar spent on Choice Privileges Visa card purchases of Choice Privileges points and Choice Hotels gift cards. Earn 2 points per dollar spent on all other purchases, including non-point eligible Choice Privileges stays.

Cardholders must allow 4-6 weeks for all points, including first use and first stay bonus points, to be deposited into the Choice Privileges account. All Choice Privileges terms and conditions apply.

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SOURCE: Choice Hotels International, Inc.

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Web Site: <http://www.choicehotels.com/>

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