

Choice Hotels Launches Innovative Music Initiative to Support Nonprofit Causes and Musicians

Now Available for Free Download at ChoiceHotels.com -- Original Song to be Performed Live at Hurricane Katrina Anniversary Event

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NEW ORLEANS and SILVER SPRING, Md.

Choice Hotels International, Inc. is proud to announce the launch of Choice Hotels Music - an innovative new music initiative designed to give artists the rare opportunity to deliver their music to millions of consumers and retain ownership of their works while, at the same time, drive donations from Choice Hotels to leading non-profit organizations.

As part of Choice Hotels Music, the company will produce original music and offer consumers the chance to download these songs for a limited time for free at ChoiceHotels.com. With each download, a financial donation will be made to a featured cause or charity. Choice Hotels Music has already begun producing ten songs that will be matched to appropriate charities, providing aid to a wide range of worthy causes-- and plans to produce more songs on an ongoing basis.

"Choice Hotels Music is truly a first in many ways," said Stephen P. Joyce, president and CEO for Choice Hotels. "Through this program, we're enabling charities to harness the emotional power of music and raise awareness and funds like never before, while also giving artists the chance to get their music heard through the powerful distribution system of Choice Hotels, which reaches and attracts millions of guests every day."

To mark this achievement, Choice Hotels is pleased to present "My Brother's Keeper," an anthem of inspiration, community and commitment. The song was written and performed by Holly Montgomery as the launch song for the Choice Hotels Music initiative and benefits national nonprofit Rebuilding Together and its efforts to help the Gulf and New Orleans rebuild. "My Brother's Keeper" is now available on ChoiceHotels.com, where consumers can download the song for free for 30 days from August 25 through September 24. With each song download, Choice Hotels will donate \$1, up to \$10,000, to Rebuilding Together.

"This song was inspired by the large number of New Orleans residents displaced by Katrina who still have not been able to return because they have no home," said Singer/Songwriter Holly Montgomery. "I hope that 'My Brother's Keeper' can serve as an anthem of hope for New Orleans residents still waiting for help and that this song can play a part in improving the lives of these people in need."

On Saturday, August 28, at a special block party concert in New Orleans, Holly Montgomery will do a live performance of "My Brother's Keeper." This event culminates the efforts of Choice Hotels and Rebuilding Together's Fifty for Five initiative to rehabilitate 50 homes in New Orleans on the five-year anniversary of Hurricane Katrina. The effort moves Rebuilding Together closer to its pledge of completing 1,000 homes in the Gulf.

The Choice Hotels Music initiative enables Choice Hotels to pursue its philanthropic causes and promote its brands while leveraging and maximizing the power of its customer database, its vast marketing and distribution system, and its leading online presence and eMarketing strategies.

For artists interested in creating great music to support great causes, please visit choicehotels.com for updates on the initiative and the process that will soon be announced by Choice to identify artists, causes and songs.

To download "My Brother's Keeper" for free from August 25 through September 24 and help support

Rebuilding Together's efforts in the Gulf Coast, visit ChoiceHotels.com.

About Rebuilding Together

Rebuilding Together is the nation's leading nonprofit organization working to preserve affordable homeownership and revitalize neighborhoods by providing extensive rehabilitation and modification services to those in need at no cost to those served.

About Choice Hotels Music

Choice Hotels Music is an innovative initiative from Choice Hotels International that supports signature causes and artists by introducing new music to millions of listeners using the power of the company's leading edge marketing and distribution channels. Each song produced directly benefits a featured cause or charity through donations per download from choicehotels.com, and all music is produced to the artist's creative specifications and remains the ownership of the artist.

About Choice Hotels

Choice Hotels International, Inc. franchises more than 6,000 hotels, representing more than 490,000 rooms, in the United States and more than 35 other countries and territories. As of June 30, 2010, more than 580 hotels are under construction, awaiting conversion or approved for development in the United States, representing more than 47,000 rooms, and approximately 100 hotels, representing approximately 8,700 rooms, are under construction, awaiting conversion or approved for development in 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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