

Choice Privileges Members Earn a Free Night at Over 1,500 Hotels After Just Two Separate Stays With Choice Hotels

Elite Members That Pre-Register Will Help Choice Privileges Donate to Rebuilding Together

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This fall, when Choice Privileges rewards members stay just two separate times at any participating Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites or Ascend Collection hotel from now until November 3, 2010, they'll earn enough bonus points to redeem for a free night at more than 1,500 hotel locations.*

"Our guests are able to enjoy great value this fall, not only through our offer of earning free nights even faster, but also with the everyday savings they get from staying with Choice Hotels, thanks to the free breakfast, free parking, and free internet access that most of our hotels offer," said Greg Brown, vice president of loyalty and relationship marketing for Choice Hotels International, Inc. .

After every second qualifying stay between August 26 and November 3, 2010, booked at choicehotels.com or 800.4CHOICE, guests will automatically receive enough bonus Choice Privileges points to redeem for a free night at more than 1,500 hotels.

"This is not the first time we've offered travelers the chance to earn a free night after just two separate stays, and in recognition of the overwhelming popularity of this offer, we've decided to bring it back to provide consumers even more chances to save this fall," added Brown.

This year's Stay Two Times, Earn a Free Night promotion does have a new twist though -Choice Privileges members at the Platinum or Diamond level now have the opportunity to register and choose to earn either an unlimited amount of free nights during the promotion or to earn triple points starting with their second stay.** With every Platinum or Diamond member that registers for either of these options, Choice Privileges will donate 1,000 points, an amount equal to \$10, to Rebuilding Together, the signature cause partner of Choice Hotels International.

Rebuilding Together is the nation's leading nonprofit organization working to preserve affordable homeownership and to revitalize communities through its network of more than 200 affiliates, providing critical repairs, disabled modifications and energy efficient upgrades to low-income houses at no cost to the homeowner.

As the signature cause partner of Choice Hotels, Rebuilding Together serves as a core focus of giving efforts by the Choice Hotels International Foundation through direct financial contribution and volunteer activities as part of the company's "Room to Rebuild" program, which encompasses the organization's ongoing commitment to strengthen the local communities in which its associates and franchisees live, work and provide hospitality.

About Choice Privileges

As a member of the free Choice Privileges rewards program, guests can earn points good towards free nights, airline miles, gift certificates and more while staying at Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge, Rodeway Inn or Ascend Collection properties throughout the U.S. (including Hawaii), Canada, Europe, the Middle East, Mexico, Central America, Australasia and the Caribbean.+

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.

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.

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* The free night is based on an 8,000 point Choice Privileges reward night level. Bonus points will be added to points earned from every two qualifying stays at eligible rates at any Comfort Inn®, Comfort Suites®, Quality®, Sleep Inn®, Clarion®, Cambria Suites® or Ascend Collection® hotel included in the Choice Privileges program with arrival between 8/26/10 and 11/3/10, to reach the 8,000 point reward level. Maximum of four free nights awards per member. Book at choicehotels.com or 800.4CHOICE and provide Choice Privileges number upon check-in for the stay to be eligible. A stay is defined as any number of consecutive nights at one hotel regardless of check-ins or check-outs. Allow 72 hours from check-out for points to post to your account. You must maintain an address in the U.S. (including U.S. territories), Canada, Mexico or eligible countries in Central America and the Caribbean to be eligible for this promotion. For program details, eligible rates, eligible countries and point redemption rules, visit choiceprivileges.com.

**Receive triple points for every eligible stay, starting with your second stay, after the date of registration, at any Comfort Inn®, Comfort Suites®, Quality®, Sleep Inn®, Clarion®, Cambria Suites® or Ascend Collection® hotel included in the Choice Privileges program with arrival between 8/26/10 and 11/3/10. Provide Choice Privileges number upon check-in for the stay to be eligible. Allow 72 hours from check-out for points to post to your account. You must maintain an address in the U.S. (including U.S. territories) or Canada to be eligible for this promotion. For program details, eligible rates, eligible countries and point redemption rules, visit choiceprivileges.com.

+Excluding Cuba, Democratic Republic of Congo, Iran, Liberia, Republic of Côte d'Ivoire, Sudan, Syria and Zimbabwe. Excluding Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden. Including Australia, New Zealand, Singapore, Papua New Guinea and Fiji.

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