

Choice Hotels to Open 1,000th Domestic Quality Inn Hotel Brand To Achieve Major Milestone with Opening of Quality Inn & Suites Conference Center of Mattoon, Illinois

PR Newswire
PHOENIX

PHOENIX, Sept. 22 /PRNewswire-FirstCall/ -- From the Lodging Conference 2010, Choice Hotels International, Inc. (NYSE: CHH) today announced that it will reach 1,000 domestic units online for its Quality Inn brand with the upcoming opening of the fully renovated 86-room Quality Inn & Suites Conference Center of Mattoon, Illinois.

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The Quality brand, franchised by Choice Hotels International, was the nation's first hotel chain when formally founded as Quality Courts United in 1941. The brand has a rich history of industry firsts, including the first to guarantee reservations and to offer 24-hour desk service, in-room telephones and 24-hour-a-day, toll-free reservations.

"We are very proud of the opening of the 1,000th domestic Quality Inn hotel, one of our industry's truly pioneering brands," said Stephen P. Joyce, president and chief executive officer, Choice Hotels International. "We anticipate strong future growth for the Quality Inn brand due to our exceptional services, vast consumer reach, and size, scale and distribution, and a proven ability to deliver reservations to our franchised properties."

Quality hotels are known worldwide for superior hospitality, having served travelers for nearly 70 years. Quality is a mid-priced hotel that offers all the accommodations and essentials to make each guest's stay satisfying.

"It is a great honor to be recognized as the 1,000th domestic Quality Inn hotel," said Nat Zala, the hotel's owner. "We chose to franchise the Quality brand due to its great reputation with travelers. We couldn't be more pleased with the exceptional support we received from a number of individuals across the Choice organization throughout the extensive renovation process. As we prepare to open this hotel, we are extremely confident we made the right decision with the selection of the Quality brand and Choice as our franchisor."

"Hotel owners see tremendous value in converting a property to a Choice brand," said David Pepper, senior vice president, global development, Choice Hotels International. "We support our hotels through exceptional training and support services and an unyielding commitment to helping increase owners' efficiency and potential return on investment."

In the face of a continuing challenging economic environment - and with access to credit a significant barrier to hotel ownership - Choice has launched a limited-time offer for hotel developers interested in converting an existing hotel to the company's Quality, Clarion or Econo Lodge brand. These brands represent strong conversion opportunities in the mid-scale and economy segments -- with one of the world's largest, most well-respected lodging franchisors. The incentive is valid for qualified domestic franchise agreements executed through December 31, 2010.* For more information on this unique, limited-time offer, call 1.866.844.2293.

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.

**Qualified franchisees that convert a non-Choice brand U.S. hotel to Quality, Clarion, or Econo Lodge by signing a franchise agreement and incentive addendum between 7/31 and 12/31/10 receive \$10,000 off the application fee. Cash back varies from \$0-35,000 based on*

hotel brand and opening date, and is subject to a 3-year forgivable promissory note at an annual interest rate of prime plus 2%. No royalty fees varies from 0-18 months based on opening date and subject to franchise compliance.

This is not an offering. An offering can only be made by a prospectus filed first with the applicable authorities. A copy of the Franchise Disclosure Document may be obtained through contacting Choice Hotels International at 10750 Columbia Pike, Silver Spring, Maryland 20901, or by calling 1.800.547.0007

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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