

Choice Hotels Promotes Alexandra Jaritz to Senior Vice President, Brand Planning and Management

PR Newswire
SILVER SPRING, Md.

SILVER SPRING, Md., Sept. 23 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH) today announced that it has promoted Alexandra Jaritz to senior vice president, brand planning and management. Jaritz will continue to report to Bruce Haase, executive vice president, global brands, marketing and operations.

In her expanded role, Jaritz will be responsible for developing and implementing multi-year brand strategies for Choice's midscale, economy and extended stay brands, as well Ascend Collection, Choice's network of boutique, unique and historic hotels. She will be responsible for the full spectrum of single-brand positioning from both a marketing and brand standpoint, which entails managing the creative execution of brand-specific messages and ensuring that single-brand messages and elements are consistently and impactfully communicated to consumers. Jaritz will also maintain responsibility for the company's design and development efforts as well as brand program implementation.

"I have tremendous confidence in Alexandra's brand strategy background and leadership abilities," said Haase. "In her previous role overseeing Choice's economy and midscale brands, Alexandra made significant contributions in creating and implementing brand strategies that resonate and connect with consumers, meet the needs of our franchisees, and enhance the value propositions of our brands. In her new position, she and her team will be charged with working collaboratively with our marketing and distribution organization to optimize and expand the reach of Choice's marketing programs and brand messages."

Jaritz joined Choice in 2001 and has held positions of increasing responsibility and scope in the areas of corporate and brand strategy, brand management, franchise development, and hotel operational performance. Most recently, she served as vice president of brand planning and management, where she managed the development and implementation of strategic brand plans for Choice's seven midscale and economy brands.

Prior to joining Choice, Alexandra worked in New York City at Ernst & Young's Hospitality Services Group and at Lehman Brothers' investment banking division. She holds a master's degree in business administration from Duke University's Fuqua School of Business and a bachelor's degree of science from Cornell University's School of Hotel Administration.

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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CONTACT: David Peikin, Senior Director, Corporate Communications, +1-301-592-6361, david_peikin@choicehotels.com

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

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