

Choice Hotels International Hosts Customer Education Trip with a Twist

PR Newswire
SILVER SPRING, Md.

SILVER SPRING, Md., Nov. 4, 2010 *PRNewswire-FirstCall* -- Last week, Choice Hotels International, Inc. (NYSE: CHH), hosted a Denver-wide customer education trip, with a philanthropic twist. During the two-day trip, clients toured five Choice Hotels brand properties, culminating in the opportunity to participate in a local Rebuilding Together Project, supporting the Choice mission and signature cause partner, Rebuilding Together.

(Logo: <http://photos.prnewswire.com/prnh/20100520/PH08377LOGO-b>)

(Logo: <http://www.newscom.com/cgi-bin/prnh/20100520/PH08377LOGO-b>)

On day one, clients visited five Choice Hotels brand properties including, Comfort Inn Downtown, Comfort Suites Denver Tech Center, Comfort Suites Denver South and Quality Suites at Evergreen Parkway, and were invited to stay overnight at the Cambria Suites Denver Airport. Corporate travel managers, business to business group and leisure buyers from across the country gathered to learn how Choice Hotels can accommodate business travelers, as well as those traveling for leisure.

The Rebuilding Together Project took place on October 23, day two, where Choice employees, associates and franchisees teamed up with participating clients to rebuild one family's house in Denver. During this event, Choice was able to share their mission of providing hospitality by giving back in the communities in which they live and work.

"The goal of the trip was to distinguish Choice Hotels as a company that provides exceptional lodging for corporate travelers and gives back to the community - we are more than just rooms and rates," said Michael Murphy, Senior Vice President of Global Sales at Choice Hotels International. "We want our clients to understand that we have a commitment of service, to our customers and our communities."

Choice Hotels has been a partner of Rebuilding Together since September 2009, debuting its "Room to Rebuild" partnership to help revitalize homes nationwide and in its own backyard. Since that time, the

company has sponsored, and its associates volunteered, for numerous rebuilding projects, and in 2009 alone almost 1000 volunteers from Choice Hotels spent more than 6,000 hours on Rebuilding Together projects across the country.

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 September 30, 2010, more than 540 hotels were under construction, awaiting conversion or approved for development in the United States, representing more than 44,000 rooms, and approximately 90 hotels, representing approximately 8,000 rooms, were 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.

© 2010 Choice Hotels International, Inc. All rights reserved.

SOURCE Choice Hotels International, Inc.

Photo:<http://photos.prnewswire.com/prnh/20100520/PH08377LOGO-b>

<http://photoarchive.ap.org/>

Photo:<http://www.newscom.com/cgi-bin/prnh/20100520/PH08377LOGO-b>

<http://photoarchive.ap.org/>

SOURCE: Choice Hotels International, Inc.

Choice Hotels International Hosts Customer Education Trip with a Twist

PR Newswire

SILVER SPRING, Md., Nov. 4, 2010

SILVER SPRING, Md., Nov. 4, 2010 /PRNewswire-FirstCall/ -- Last week, Choice Hotels International, Inc. (NYSE: CHH), hosted a Denver-wide customer education trip, with a philanthropic twist. During the two-day trip, clients toured five Choice Hotels brand properties, culminating in the opportunity to participate in a local Rebuilding Together Project, supporting the Choice mission and signature cause partner, Rebuilding Together.

(Logo: <http://photos.prnewswire.com/prnh/20100520/PH08377LOGO-b>)

(Logo: <http://www.newscom.com/cgi-bin/prnh/20100520/PH08377LOGO-b>)

On day one, clients visited five Choice Hotels brand properties including, Comfort Inn Downtown, Comfort Suites Denver Tech Center, Comfort Suites Denver South and Quality Suites at Evergreen Parkway, and were invited to stay overnight at the Cambria Suites Denver Airport. Corporate travel managers, business to business group and leisure buyers from across the country gathered to learn how Choice Hotels can accommodate business travelers, as well as those traveling for leisure.

The Rebuilding Together Project took place on October 23, day two, where Choice employees, associates and franchisees teamed up with participating clients to rebuild one family's house in Denver. During this event, Choice was able to share their mission of providing hospitality by giving back in the communities in which they live and work.

"The goal of the trip was to distinguish Choice Hotels as a company that provides exceptional lodging for corporate travelers and gives back to the community – we are more than just rooms and rates," said Michael Murphy, Senior Vice President of Global Sales at Choice Hotels International. "We want our clients to understand that we have a commitment of service, to our customers and our communities."

Choice Hotels has been a partner of Rebuilding Together since September 2009, debuting its "Room to Rebuild" partnership to help revitalize homes nationwide and in its own backyard. Since that time, the company has sponsored, and its associates volunteered, for numerous rebuilding projects, and in 2009

alone almost 1000 volunteers from Choice Hotels spent more than 6,000 hours on Rebuilding Together projects across the country.

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 September 30, 2010, more than 540 hotels were under construction, awaiting conversion or approved for development in the United States, representing more than 44,000 rooms, and approximately 90 hotels, representing approximately 8,000 rooms, were 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.

© 2010 Choice Hotels International, Inc. All rights reserved.

SOURCE Choice Hotels International, Inc.

CONTACT: Heather Soule, Choice Hotels International, Inc., +1-301-628-4361,
heather_soule@choicehotels.com

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

<https://stage.mediaroom.com/choicehotels/2010-11-04-Choice-Hotels-International-Hosts-Customer-Education-Trip-with-a-Twist>