

Choice Hotels Announces TRUE Coding System Access for Travel Agents

More than 1,900 Travel Agencies Now Have Access to Book Choice Hotels Properties and Receive Commissions

PR Newswire
SILVER SPRING, Md.

SILVER SPRING, Md., Dec. 17, 2010 /[PRNewswire](#)/ -- In a recent development for the Global Sales division of Choice Hotels International, Inc. (NYSE: CHH), the company will now be a part of the TRUE (Travel Retailer Universal Enumeration) Coding system, giving more than 1,900 new agencies access to book Choice Hotels properties and receive commissions who were not previously able to.

"Tapping into this new group of agencies by taking advantage of the TRUE Coding system is part of our overall goal of showing the true value of Choice brand hotels to a wide audience of bookers," said Michael Murphy, senior vice president of global sales for Choice Hotels International. "As part of our long-term growth and strategic expansion, we're very excited to be included in a system that serves so many travel suppliers."

The TRUE Coding System is designed to help provide travel agents by assigning travel industry numeric codes that are recognized by the vast travel supplier community like Choice Hotels International, as well as cruise lines, tour operations, and car rental companies.

The utilization of the TRUE code by agents allows them the advantages of booking travel products and services directly with Choice Hotels, including direct commission compensation. This numeric identification code eliminates the need to establish multiple pseudo ID numbers with individual suppliers.

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.

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