

Choice Hotels & The Steve Harvey Morning Show Search for a Star

PR Newswire
SILVER SPRING, Md.

SILVER SPRING, Md., Jan. 13, 2011 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH) and The Steve Harvey Morning Show have teamed up to launch The Choice Hotels Rising Star Music Challenge. This challenge benefits both aspiring musicians as well as communities across the country through the Steve Harvey Foundation.

For artists who think they have what it takes to create America's next hit song, The Rising Star Music Challenge could be the opportunity to have their original song heard by millions of listeners. Between now and February 6th, 2011, artists create an original, community uplifting song in a 2-minute video format and upload it on <http://choicehotelsrisingstarcontest.com>.

Three finalists will be chosen by the Choice Hotels Music Judging Panel and announced on The Steve Harvey Morning Show on February 15th, 2011. Submissions will be judged on creativity, originality and relevancy to the theme of uplifting the community. The three finalists' videos will then be put on choicehotels.com and steveharvey.com to give individuals the chance to vote for the Grand Prize winner.

The Grand Prize winner will be announced on March, 1st, 2011 on The Steve Harvey Morning Show and will receive a home recording package and exposure to millions of listeners. In addition, their song will be available for free download on Choicehotelsmusic.com for the month of March. During the month, each time an individual downloads the song, Choice Hotels will donate \$1 to the Steve Harvey Foundation (up to \$10,000).

For more information or to upload your song please visit <http://choicehotelsrisingstarcontest.com>.

Choice Hotels Music, launched in August, 2010, brings together the emotional power of music while supporting great causes to raise charitable funds for national non-profit organizations. Choice Hotels Music is an innovative initiative from Choice Hotels International that supports signature causes and artists by introducing new music to millions of listeners using the power of the company's leading edge marketing and distribution channels. Each song produced directly benefits a featured cause or charity through donations per download from choicehotels.com, and all music is produced to the artist's creative specifications and remains the ownership of the artist.

About Steve Harvey Foundation

The mission of the Steve Harvey Foundation is to share and teach the principles of manhood to young men to enable them to achieve their dreams and become better men who are emotionally, politically and economically strong. Our signature program, The Steve Harvey Mentoring Weekend for Young Men's goal is to break the misguided traits of manhood and instill the importance of dream building that will leave an impression on boys that will carry them through the rest of their lives.

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.

"NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.), 18 YEARS AND OLDER AND who did not purchase any equipment for purposes of entering the PROMOTION. VOID WHERE PROHIBITED. Enter Contest between 1/12/2011 and 2/6/11. Sweepstakes begins 2/15/2011 and ends 2/28/11. For Official Rules, prize descriptions and odds disclosure, visit <http://choicehotelsrisingstarcontest.com/>. Sponsor: Choice Hotels International Services Corp, 10750 Columbia Pike, Silver Spring, MD 20901."

Contest URL: <http://choicehotelsrisingstarcontest.com>

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