

You Pick the Next Big Star! - Consumers Get the Chance to Vote for the Winner of the "Choice Hotels Rising Star Music Challenge"

Winner Determined by Voters at ChoiceHotelsRisingStarContest.com from Three Finalists

PR Newswire
SILVER SPRING, Md.

SILVER SPRING, Md., Feb. 24, 2011 [PRNewswire/](#) -- The voting period for the Choice Hotels Rising Star Music Challenge has begun. Consumers can go online to ChoiceHotelsRisingStarContest.com from now until March 3, 2011 to vote for one of three finalists' original song and video. For every vote, Choice Hotels will donate \$1 to the Steve Harvey Foundation (up to \$10,000) - supporting the mentoring weekend program for young men. The winning video will be featured as the newest song available for free download by consumers at ChoiceHotelsMusic.com for the month of March.

To view the multimedia assets associated with this release, please click:
<http://multivu.prnewswire.com/mnr/choicehotels/48783/>

Launched last month by Choice Hotels International, Inc. (NYSE: CHH) and The Steve Harvey Morning Show, The Choice Hotels Rising Star Music Challenge benefits both aspiring musicians as well as communities across the country. Aspiring artists were encouraged to log on and create an original, community uplifting song in a 2-minute video format in the hopes of creating America's next hit song to be heard by millions of listeners.

The three finalist songs were selected by the Choice Hotels Music Judging Panel and were announced on The Steve Harvey Morning Show. Submissions were judged on creativity, originality and relevancy to the theme of uplifting the community. Once consumers have voted, the Grand Prize winner will receive a home recording package and exposure to millions of listeners. The winner will be announced on The Steve Harvey Morning Show March 8, 2011.

For more information or vote for your favorite song, visit www.ChoiceHotelsRisingStarContest.com today!

About Choice Hotels Music

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.

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CONTACT: Heather Soule, +1-301-628-4361, Heather_Soule@ChoiceHotels.com

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