

Choice Hotels And Kyle Busch Motorsports Offer Race Fans The Chance To Be Crew Member For The Day

PR Newswire
SILVER SPRING, Md.

SILVER SPRING, Md., Jan. 8, 2013 /PRNewswire/ -- Choice Hotels International (NYSE: CHH) is teaming up with NASCAR's Kyle Busch Motorsports to help Choice Hotels guests and loyal race fans try to get on the fast track to one of Kyle's biggest races. As the official hotel sponsor of Kyle Busch Motorsports, Choice Hotels is providing hotel guests and race fans great lodging options and value across the country. Kyle Busch fan club members can even receive special rates when they book through choicehotels.com.

Beginning January 07, 2013 through February 09, 2013 guests can enter the Ultimate Crew Member for the Day Sweepstakes for a chance to win a grand prize trip package for two to the big race weekend February 23 - February 25, 2013.* As one of the world's largest franchisors of hotels, Choice Hotels properties are never far from the high octane action.

"Choice Hotels International has been riding shotgun with Kyle Busch Motorsports through the racing season so far, a sponsorship which has allowed our targets and KBM's fans to travel in comfort and convenience," says Christine Lynn, Vice President of Advertising and Marketing of Choice Hotels International. "With 5,100 hotel properties nationwide, including a hotel near every racetrack, Choice Hotels properties are ideal for loyal race fans."

Kyle Busch is an American NASCAR driver and team owner. He is the owner and driver of Kyle Busch Motorsports with cars racing in the Nationwide and Camping World Truck Series events. Busch, who drives in the NASCAR Camping World Truck Series, NASCAR Nationwide Series and NASCAR Sprint Cup Series, Kyle is the all-time career wins leader in the Nationwide series and third winningest person in NASCAR overall.

Guests can enter the sweepstakes by visiting
<http://choicehotels.promo.eprize.com/kylebusch/>.

They can also stay connected and learn more about the Choice Hotels International and Kyle Busch Motorsports sponsorship through social media channels such as Facebook and Twitter. (Twitter handles include: @ChoiceHotels, @KyleBusch and @KBMteam.)

The Ultimate Crew Member for the Day Sweepstakes prize trip package for two to Florida includes round trip airfare for two, a three days and two nights stay at a Choice hotel property, VIP credentials, a crew shirt and headset, photo opportunities, pit road access, a driver meet and greet and 10,000 *Choice Privileges*® Points.*

Offering free breakfast, free Internet and free parking at most locations, Choice Hotels International is helping race fans find comfortable and convenient lodging wherever the races take them.

About Choice Hotels

Choice Hotels International, Inc. franchises approximately 6,200 hotels, representing more than 495,000 rooms, in the United States and more than 30 other countries and territories. As of June 30, 2012, more than 375 hotels were under construction, awaiting conversion or

approved for development in the United States, representing more than 30,000 rooms, and approximately 75 hotels, representing approximately 6,700 rooms, were under construction, awaiting conversion or approved for development in approximately 15 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, as well as its Ascend Hotel Collection membership program, serve guests worldwide.

Additional corporate information may be found on the Choice Hotels International, Inc. website, 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 Hotel Collection are *proprietary trademarks and service marks of Choice Hotels International*.

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**NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 18 YEARS AND OLDER. VOID WHERE PROHIBITED. Sweepstakes begins 1/7/13 and ends 2/9/13. For Official Rules, prize descriptions and odds disclosure, visit <http://choicehotels.promo.eprize.com/kylebusch>. Sponsor Choice Hotels International Services Corp., 10750 Columbia Pike, Silver Spring, MD 20901*

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

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