

Choice Hotels loyalty program named one of the Best Hotel Rewards Programs by U.S. News & World Report after biggest program redesign in company's history

Redesign drives Choice Privileges from eleventh to second in annual ranking

PR Newswire
ROCKVILLE, Md.

ROCKVILLE, Md., Aug. 22, 2016 /PRNewswire/ -- Choice Hotels International, Inc. (NYSE: CHH) announced today that its guest-loyalty program, Choice Privileges, was ranked second on the list of the 2016-2017 Best Hotel Rewards Programs by *U.S. News & World Report*, up from the eleventh spot on the 2015-2016 ranking. This ranking underscores the success of the recent redesign of Choice Privileges, which included adding new benefits that enable guests to get faster rewards. The ranking, based on membership perks, network coverage, ease of earning and redeeming free nights makes it easier for travelers to determine the program that is best for their travel needs.

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"This year, we set out to dramatically improve our member experience," said Robert McDowell, Chief Commercial Officer, Choice Hotels. "Our research and analysis of guest feedback led to the addition of new benefits that better recognize and reward valued guests. We have been very pleased that this has not just resulted in significant growth in new members, but our existing members are more engaged than ever with Choice Privileges. The ranking from *U.S. News & World Report* is a nice, independent, validation that our investment in our members is recognized."

Choice Hotels also recently announced new member rates that allow both existing and new members of Choice Privileges to access exclusive room rates that are up to a 7% discount off the best available rate by booking directly on www.ChoiceHotels.com or the Choice mobile app. Furthermore, if a guest finds a lower price elsewhere, ChoiceHotels.com will match the price and give U.S. residents a \$50.00 Visa gift card. International residents will receive their first night free instead.

For more information about the *U.S. News & World Report* Best Hotels Reward Program list, visit <http://travel.usnews.com/Rankings/Travel-Rewards/hotel-rewards/>.

About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest lodging companies. With more than 6,400 hotels franchised in more than 40 countries and territories, Choice Hotels International® represents more than 500,000 rooms around the globe. As of June 30, 2016, 673 hotels were in our development pipeline. Our company's Ascend Hotel Collection®, Cambria® hotels & suites, Comfort Inn®, Comfort Suites®, Sleep Inn®, Quality®, Clarion®, MainStay Suites®, Suburban Extended Stay Hotel®, Econo Lodge®, Rodeway Inn®, and Vacation Rentals by Choice Hotels(TM) brands provide a spectrum of lodging choices to meet guests' needs. With more than 27 million members and counting, our Choice Privileges® rewards program enhances every trip a guest takes, with benefits ranging from instant, every day rewards to exceptional experiences, starting right when they join. All hotels and vacation rentals are independently owned and operated. Visit us at www.choicehotels.com for more information.

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SOURCE Choice Hotels International, Inc.

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