

## Choice Hotels Gets Ahead of Black Friday By Offering "Members Only Madness" Deals

ROCKVILLE, Md., Nov. 7, 2017 /PRNewswire/ -- For holiday shopping early birds, Black Friday and Cyber Monday bargains can't happen soon enough. So, [Choice Hotels International, Inc.](#) (NYSE: CHH), one of the world's leading hotel companies, has announced a series of special surprise savings and bonuses. The weeklong "Members Only Madness" promotion will offer Choice Privileges loyalty program members an exclusive, new deal each day, including discounts on stays and ways to quickly earn more reward points and gift cards.

The Choice Privileges "Members Only Madness" promotion will run Nov. 13 through Nov. 17. Loyalty program members will receive a daily email alerting them of a new deal on Monday, Tuesday and Wednesday. New members will be able to take advantage of this promotion, as well as enjoy other immediate program perks, from the moment they join the Choice Privileges rewards program. Signing up is free and can be done easily in person at any Choice Hotels property, on the Choice Hotels mobile app, or online by going to [www.ChoiceHotels.com/choice-privileges](http://www.ChoiceHotels.com/choice-privileges).

"Our Choice Privileges members are incredibly important to us and we want to help them get ahead of holiday travel planning with the gift of some great deals," said Jamie Russo, vice president of loyalty programs and customer engagement for Choice Hotels. "Searching for the best deal can be daunting and there's a lot of conflicting information out there. In addition to these holiday promotions, Choice Privileges members will always get the lowest price guaranteed when booking through the Choice mobile app or at [ChoiceHotels.com](http://ChoiceHotels.com), as well as the other benefits that come with our free membership."

Choice Privileges members always earn instant rewards, including bonus points, airline miles, fuel discounts, or Uber ride credits as part of the program's first-of-its-kind *Your Extras* program for every mid-week check-in, regardless of membership status.

Choice's loyalty rewards program was rated no.1 in the *USA Today* 10Best Readers' Choice Awards. In addition to fast rewards, instant perks, and exclusive member rates when booking direct at [www.ChoiceHotels.com](http://www.ChoiceHotels.com), members can redeem points towards free stays at any of Choice's 11 hotel brands worldwide, including the Ascend Hotel Collection, Cambria Hotels, Comfort Inn, Comfort Suites, Sleep Inn, Quality, Clarion, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge, and Rodeway Inn.

For full information about the Choice Privileges rewards program, visit [www.choicehotels.com/choice-privileges](http://www.choicehotels.com/choice-privileges).

### **About Choice Hotels**

Choice Hotels International, Inc. (NYSE: CHH) is one of the world's largest hotel companies. With over 6,500 hotels franchised in more than 40 countries and territories, Choice Hotels International represents more than 500,000 rooms around the globe. As of September 30, 2017, over 800 hotels were in our development pipeline. Our company's Ascend Hotel Collection®, Cambria® Hotels, Comfort Inn®, Comfort Suites®, Sleep Inn®, Quality®, Clarion®, MainStay Suites®, Suburban Extended Stay Hotel®, Econo Lodge®, Rodeway Inn®, and Vacation Rentals by Choice Hotels™ brands provide a spectrum of lodging choices to meet guests' needs. With more than 33 million members, 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](http://www.choicehotels.com) for more information.

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