

Choice Hotels rewards programme celebrates 15 million members

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Choice Privileges, the award-winning rewards programme from global lodging franchisor Choice Hotels International, Inc., the company behind the Comfort, Quality, and Clarion brands, announced that it has welcomed its 15 millionth member. In recognition of this significant milestone the U.S.-based 15-millionth member will receive 115,000 bonus rewards points.

"We are delighted to achieve this milestone and appreciate the zest with which the traveling public has joined our comprehensive hotel rewards programme," said Greg Brown, vice president of loyalty, promotions, and relationship marketing for Choice Hotels. "Not only has Choice Privileges proven to be very popular among travellers worldwide, it has also proven to add tremendous value for our franchise hotel owners, helping to drive more reservations to their hotels."

Originally launched in 1998 by Choice Hotels International, the Choice Privileges rewards programme has been available in Europe since 2008. To become a Choice Privileges member travellers can log on to www.ChoicePrivileges.eu or sign-up when checking in to a Choice-brand hotel. Members can earn points or miles at 5,500 locations around the world and also enjoy express check-in, extended check-out, and the opportunity to redeem points for free nights at thousands of properties throughout Europe, the Middle East, Australasia, North America, Canada, Mexico, Central America and the Caribbean. Members can also redeem points at luxury partner hotels, such as Preferred Hotel Group and Barceló Hotels & Resorts, through airline partners including airberlin, American Airlines, Qantas, Delta, and Czech Airlines, and for free car hires from Avis and Budget.

Choice Privileges members receive a wide range of hotel benefits and access to exclusive offers, including the current promotion whereby between 17 May and 15 August, 2012 Choice Privileges members enrolled in Europe can now earn double bonus points for every qualifying stay at any hotel worldwide that participates in the Choice Privileges programme. Participating hotels include the Clarion Collection Birmingham in the UK (http://www.choicehotelsuk.co.uk/en/clarion_collection-hotel-gb606), Quality Hotel Delfino in Venice, Quality Hotel Berlin Tegel in Germany, Clarion Hotel Park Avenue in New York and the Marque Sydney Clarion Collection in Australia. To qualify reservations must be booked between 17 May and 15 August at ChoiceHotels.eu or by calling 00800 800 44 800.

About Choice Hotels:

Choice Hotels International, Inc. franchises more than 6,100 hotels, representing more than 495,000 rooms, in the United States and more than 30 other countries and territories, including Choice Hotels UK (<http://www.choicehotelsuk.co.uk/>) properties such as the Comfort Inn Vauxhall (<http://www.choicehotelsuk.co.uk/en/comfort-hotel-gb072>) and Comfort Inn Birmingham (<http://www.choicehotelsuk.co.uk/en/comfort-hotel-gb655>). As of March 31, 2012, more than 350 hotels were under construction, awaiting conversion or approved for development in the United States, representing more than 30,000 rooms, and approximately 80 hotels, representing approximately 7,000 rooms, were under construction, awaiting conversion or approved for development in approximately 20 other countries and territories. The company's Comfort, 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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