

Airberlin's frequent flyers earn extra miles with Choice Hotels

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Choice Hotels Europe, the company behind the Comfort, Quality and Clarion brands in Europe and part of Choice Hotels International, one of the largest and most successful lodging franchisors in the world, has launched a promotion enabling members of topbonus, airberlin's worldwide frequent flyer programme, to earn double miles when they stay at participating Choice Hotels properties.

Until September 19, 2012, topbonus members who present their topbonus card when checking-in will earn double topbonus award miles with every qualifying stay at all participating Choice Hotels properties in Europe, the U.S., Canada, Middle East, Mexico, Central America, South America, Australasia and the Caribbean*.

Choice-brand hotels participating in the promotion include Quality Hotel Menton Mediterranee in France, Comfort Hotel Frankfurt City Centre in Germany, Clarion Suites Lisbon in Portugal and the Comfort Inn St Pancras-Kings Cross in London (<http://www.choicehotelsuk.co.uk/en/comfort-hotel-gb113>).

"We are delighted to work with airberlin and offer their topbonus members extra rewards when they stay at participating Choice Hotels properties," said Duncan Berry, UK CEO, Choice Hotels Europe.

Choice Hotels International recently announced that Choice Privileges, its own award-winning rewards programme, has now surpassed the 15 million-member threshold worldwide.

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, including Birmingham hotels (<http://www.choicehotelsuk.co.uk/en/comfort-hotel-gb655>), hotels in Kings Cross London (<http://www.choicehotelsuk.co.uk/en/comfort-hotel-gb143>) and the Comfort Inn Vauxhall (<http://www.choicehotelsuk.co.uk/en/comfort-hotel-gb072>), as well as 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.

ENDS

Notes to Editors:

*Available to members of the topbonus rewards program for airberlin airlines; for full terms and conditions visit www.choicehotels.com/en/choice-privileges/ce/airlinemiles

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. 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 Hotel Collection membership program, travelers in the United States, Canada and the Caribbean have upscale lodging options at member hotels.

Additional corporate information may be found on the Choice Hotels International, Inc. web site.

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