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DONER'S WINNING STREAK CONTINUES WITH THE ADDITION OF
CHOICE HOTELS TO ITS ROSTER OF CLIENTS

(Southfield, Mich.) – Choice Hotels International, Inc. (NYSE:CHH), one of the largest and most successful lodging companies in the world, has named Doner as its lead creative agency. This announcement is the latest in a series of wins for the agency.

“We’re excited at the opportunity to work with Choice Hotels and look forward to helping to propel their business forward by building awareness and differentiation for their impressive portfolio of hotel brands,” said David DeMuth, co-CEO and president of Doner.

“Nothing gets us more excited than partnering with a company that believes in innovative integrated creative thinking to drive sales,” said Rob Strasberg, co-CEO, chief creative officer of Doner.

Choice Hotels has reengaged Doner to serve as the brand’s lead creative agency and help lead a whole new branding initiative for their full list of hotels including Comfort Inn, Comfort Suites, Quality, Sleep Inn and Clarion.

“Doner’s depth of experience in the travel space and their proven ability to blend powerful branding with the needs of a transactional business made them the perfect agency for us to partner with,” said Kelly Poling, VP, marketing and distribution strategy of Choice Hotels.

About Choice Hotels

Choice Hotels International (NYSE:CHH) is one of the largest and most successful lodging companies in the world. Choice currently franchises more than 6,000 hotels, representing more than 490,000 rooms, in the United States and more than 35 countries and territories. Ranging from limited-service to full-service hotels in the economy, mid-scale and upscale segments, Choice-branded properties provide business and leisure travelers with a range of high-quality, high-value lodging options throughout the United States and internationally.

About Doner

Based in Southfield, Mich., Doner is an independent agency with offices in the United States and London, serving clients including Amazon.com, The Coca-Cola Company, ADT, DuPont, The Coleman Company, Shell Oil, AutoTrader.com, Cox Communications, The UPS Store, Wilson Tennis, Owens Corning, Chiquita, and Avery Dennison. As a full-service, performance-driven agency, Doner focuses on creating ideas that change the destiny of brands through creativity. Please visit our website at www.doner.com.