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CHOICE HOTELS LAUNCHES NEW BRAND CAMPAIGN
Campaign Demonstrates Brand's Dedication to Value

(Southfield, Mich.) – Choice Hotels International (NYSE: CHH), one of the largest and most successful lodging companies in the world, launched a new brand campaign beginning May 19. The campaign, created by Doner, focuses on how Choice Hotels is a brand that listens to the voice of consumers and delivers value in a way that is most important to their customers. The campaign features an assortment of national television spots as well as an entire digital campaign.

The campaign features travelers from all walks of life standing on top of their suitcases as if they were standing on a soapbox declaring what they want out of their travel experience. The new logo and themeline “Your Voice. Your ChoiceHotels.com” is used throughout the entire campaign to demonstrate that by booking on the Choice Hotels website, www.choicehotels.com, travelers are guaranteed to receive the greatest value, easiest booking experience and lowest Internet booking rate.

“Choice Hotels conducts an extensive amount of research to ensure that they stay in touch with what their customers value most,” said David DeMuth, co-CEO, president, Doner. “This campaign demonstrates how the brand responds to the requests of consumers and positions Choice Hotels as the leading hotel brand for the value-seeking traveler.”

“The creative executions for this campaign use the voice of the traveler to position Choice Hotels as the brand with ears,” said Rob Strasberg, co-CEO, chief creative officer, Doner.

An example of the television campaign includes a :30 spot titled, “Anthem.” The spot includes all types of travelers talking about what they value most when booking their vacation. The spot

begins by showing various suitcases on the ground as people march up on each one with the voiceover, "People everywhere are taking a stand and booking on ChoiceHotels.com." A husband and wife duo come into the scene, both of them standing on their suitcases in front of a lighthouse as the wife begins, "Booking a room online should be easy as pie." The scene changes to feature a husband, wife and their daughter standing in front of a Ferris wheel at an amusement park. The husband says, "As long as I save 20%." You then see a man standing alone on top of his suitcase in the parking lot of a Comfort Suites saying, "When I save 20% on my hotel I do my happy dance," he then begins doing his signature "happy dance." The scene changes to feature another husband, wife and son, each standing on top of a suitcase in front of what looks like an outdoor dinosaur museum. The husband begins, "I have the right to a guarantee that my rate is the lowest on the web. Do I ask for too much?" The spot jumps to a couple standing in front of a Quality Inn with the husband responding, "Nope." The spot ends with logos of several of the hotels that are part of the Choice Hotels family and the voiceover, "It's your voice, it's your ChoiceHotels.com. Get the best Internet rate guaranteed on over 6,000 hotels and save up to 20% every day. Book direct at ChoiceHotels.com." The television will air nationally on networks including NBC, CBS, ESPN, CNN and HGTV.

The digital portion of the campaign includes various banner ads that demonstrate the value consumers can receive by booking directly with Choice Hotels, and several landing pages to inform consumers about the Your Voice. Your ChoiceHotels.com campaign, as well as Choice Hotels' summer promotion. One banner ad opens with the Your Voice. Your ChoiceHotels.com logo. You then see a man who's doing a crazy dance on top of a suitcase with the text, "When I save money at ChoiceHotels.com, I do my happy dance." A button that says "Keep Him Groovin'" is underneath and allows consumers to interact with the ad by clicking it. Every time the button is pushed the man does another hilarious dance and text appears to describe his dance, the "Lowest Internet Rate Rhumba," "Free Hot Breakfast Hustle," "The Up to 20% Off Tango," and "6000+ Locations Boogie." The ad ends with the man proudly standing on top of his suitcase and the text, "People across America are getting happy feet. Now it's your turn. Save up to 20% every day." A "Book Now" button also appears at the bottom. By clicking the button, consumers are directed to one of the new landing pages where they can book a stay. Throughout the

animation, the ad includes the Choice Hotels website and logos to several of the hotels that make up the brand at the bottom.

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 December 31, 2010, more than 500 hotels were under construction, awaiting conversion or approved for development in the United States, representing more than 40,000 rooms, and more than 100 hotels, representing approximately 9,000 rooms, are under construction, awaiting conversion or approved for development in 18 other countries and territories. The company's Comfort Inn, 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.

About Doner

Based in Southfield, Mich., Doner is an independent agency with offices in the United States and London, serving clients including Chrysler Group LLC, Amazon.com, The Coca-Cola Company, ADT, DuPont, The Coleman Company, Shell Lubricants, 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.