



Press Release

Choice Hotels Receives Hospitality Technology Visionary Award for Innovation

SILVER SPRING, Md., April 21, 2011 /PRNewswire via COMTEX/ --

Choice Hotels International, Inc. (NYSE: CHH) today announced it received a Visionary Award from Hospitality Technology magazine for its "outstanding vision in achievement in delivering technological excellence." The company was recognized for its proprietary choiceADVANTAGE property management system, a massively-distributed, cloud-based offering in place at over 4,000 hotels worldwide.

Winning companies are chosen based on their vision and execution and were judged by Hospitality Technology's editorial staff on a basis of innovation, thought leadership, execution, and forward-thinking vision. Choice Hotels was honored at the [Hotel Technology Forum](#) on Thursday, April 21, 2011. The event is an invitation-only event that brings senior-level hotel executives from high-growth hotel companies together to share strategic insights and tactical analyses for leveraging next-generation hotel technologies and practices.

"We are extremely proud to receive this tremendous honor from Hospitality Technology magazine," said Todd Davis, chief technology officer, Choice Hotels International, and a keynote speaker at the Hospitality Technology Forum. "I want to recognize the efforts of so many of our associates who played an instrumental role in developing, enhancing and rolling out our choiceADVANTAGE property management system. Our franchised hotels also have been strong allies in our efforts to drive the continued enhancements to choiceADVANTAGE."

About Hospitality Technology

Hospitality Technology (HT) is the only publication dedicated to covering the role of information technology in improving business performance for hotel and restaurant operators. The *Hospitality Technology* editorial portfolio includes: a print publication that publishes nine times annually and reaches more than 16,000 hospitality industry executives, three networking and educational events (MURTEC, Hotel Technology Forum and Restaurant Executive Summit), a comprehensive website, e-newsletters, web seminars, and several exclusive annual reports and studies. Visit *Hospitality Technology* online at www.htmagazine.com. *Hospitality Technology* is published by media company Edgell Communications, headquartered in Randolph, N.J.

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.

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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SOURCE Choice Hotels International, Inc.