



ABOUT CHOICE

Choice Hotels International (NYSE: CHH) is one of the largest and most successful lodging companies in the world. Choice currently franchises more than 5,400 hotels, representing more than 440,000 rooms, in the United States and more than 39 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. For more information on Choice, visit the company's web site at www.choicehotels.com.

CHOICE HOTELS WAS THE FIRST TO...

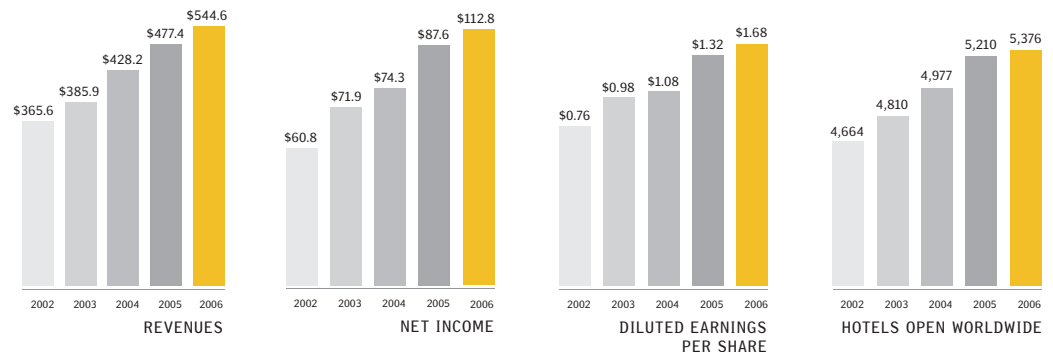
- 1941: Create a hotel chain
- 1941: Inspect member properties for standards
- 1952: Require wall-to-wall carpeting
- 1954: Offer 24-hour desk service, in-room telephones
- 1963: Guarantee reservations
- 1970: Offer 24-hour-a-day, toll-free reservations
- 1981: Segment in the lodging industry, separating hotels into luxury, mid-priced and budget brands
- 1983: Develop a global marketing/reservation system
- 1984: Offer non-smoking rooms in every hotel
- 1992: Choice Hotels becomes the largest franchise hotel chain in the world
- 1995: Provide real-time access to reservation systems via the Web

FINANCIAL STRENGTH

Choice Hotels has a solid financial position due to the strong, growing and predictable cash flows provided by its 5,400-plus hotels open worldwide. The company generates revenues, income and cash flows primarily from initial and continuing royalty fees attributable to its growing number of franchised properties. Choice strives every day to continuously improve its franchise offerings to enhance its customers' profitability and create the highest return on investment of any hotel franchise.

The company's capital allocation decisions are intended to maximize return on invested capital and create shareholder value.

(amount in millions, except unit and share data)



OUR BRANDS



BY CHOICE HOTELS

Comfort Inn®

Choice's largest brand, Comfort Inn is one of the best known hotel brands in the United States. It provides a warm atmosphere and personal, helpful service. The free Comfort Sunshine® breakfast features fresh, self-serve waffles, and hotels offer free in-room coffee and high-speed Internet access along with a swimming pool or exercise facility.



BY CHOICE HOTELS

Comfort Suites®

Comfort Suites gives travelers the room they need to relax or to work productively. Guests can spread out in oversized rooms with separate areas for work, sleep and relaxing. In addition to plenty of square footage, this completely non-smoking brand features in-room refrigerators, microwaves, free high-speed Internet access and in-room coffee, a swimming pool and/or exercise facility, along with the complimentary fresh, hot Savory Starts breakfast.



BY CHOICE HOTELS

Sleep Inn®

Sleep Inn hotels provide good service and exceptional value in a familiar atmosphere with carefully-maintained facilities. Sleep Inn hotels offer just the right amenities at a sensible price. All rooms feature spacious work areas with ergonomic chairs and free high-speed Internet access. Hotels also provide the free Morning Medley breakfast and in-room coffee.



BY CHOICE HOTELS

Quality Inn®

Quality Inn hotels provide an accommodating environment, friendly service and a free continental breakfast. The nation's oldest hotel brand, Quality Inn has served travelers for 65 years. All hotels feature the signature Quality Sleeper by Serta® mattress, free high-speed Internet access, and complimentary 24-hour lobby coffee and tea service.



BY CHOICE HOTELS

Clarion®

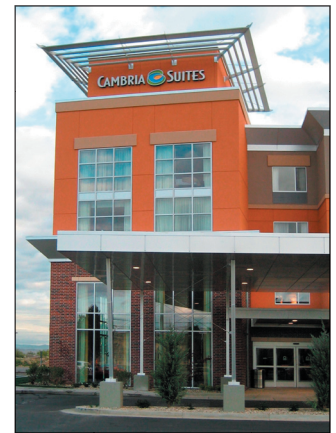
Clarion hotels offer guests a quality of service, amenities, and inviting atmosphere associated with finer hotels but at an affordable price. Clarion hotels offer free high-speed Internet access and most locations offer a full-service restaurant, room service, swimming pool and fitness center. The Clarion Collection® is a group of unique, historic and boutique hotels.



BY CHOICE HOTELS

Cambria Suites™

Cambria Suites is an upscale, select-service, all-suites hotel brand designed for the way guests live and work. Cambria Suites hotels are designed for guests who want to take their lifestyle with them when traveling, and hotels feature a stylish design that is more intimate than traditional hotel décor, with guest suites that are 25 percent larger than standard hotel rooms.



OUR BRANDS



MainStay Suites®

The MainStay Suites extended stay brand offers residential style amenities and affordable rates. Each room offers plenty of space for an extended stay, with separate areas for dressing, relaxing, sleeping and eating, including a well-equipped kitchen. Hotels feature free high-speed Internet access, free continental breakfast and laundry and exercise facilities.



Suburban Extended Stay Hotel®

Suburban Extended Stay Hotel is the largest chain of franchised economy extended stay hotels in the U.S. For a great value over a longer stay, Suburban brand hotels offer great rates for stays of one week or more. Rooms are spacious and feature a well-equipped kitchen and free high-speed Internet access.



Econo Lodge®

Econo Lodge hotels provide a great stay and a great value for business and leisure travelers. Econo Lodge hotels offer free, fast and easy Breakfast by Econo Lodge and complimentary WiFi hotspots at U.S. locations.



Rodeway Inn®

Rodeway Inn is America's premier budget segment hotel for value-oriented travelers, where guests will find a welcoming and efficient environment at an economy price. Travelers will find attractive, affordable accommodations at a great price at Rodeway Inn, along with the special free Always Fresh...Rodeway® breakfast.

