

For Immediate Release

Contact: David R. Byers

Tel: 910-215-5500

gm.nc822@choicehotels.com

The Comfort Inn Pinehurst Hotel in Pinehurst, NC Wins Prestigious 2010 Gold Hospitality Award from Choice Hotels International

Pinehurst, NC, February 01, 2010– The Comfort Inn Pinehurst hotel of Pinehurst, NC was recently announced as a recipient of a prestigious 2010 Gold Hospitality Award from world lodging leader Choice Hotels International, Inc. (NYSE: CHH), franchisor of the Comfort Inn brand.

“The Comfort Inn Pinehurst hotel’s commitment to excellence and outstanding guest service has earned it this well-deserved recognition as one of the best hotels among the Comfort Inn brand,” said Steve Joyce, president and chief executive officer for Choice Hotels. “We here at Choice Hotels are very proud to award this distinguished honor to the Comfort Inn Pinehurst hotel.”

As a top performing property among the company’s more than 4,800 U.S. franchised hotels, the Comfort Inn Pinehurst hotel is among the top ten percent of properties within the Comfort Inn brand. As one of the company’s top franchised hotels operating under the Comfort Inn flag, the hotel has demonstrated an exceptional focus on guest satisfaction and dedication to providing superior service. Additional award criteria are evaluated by Choice Hotels through its official property ranking reports.

For more information or to make your reservation for the Comfort Inn Pinehurst hotel today, call the Choice Hotels toll-free reservation line at 800.4CHOICE or visit choicehotels.com.

About Choice Hotels

Choice Hotels International, Inc. franchises more than 6,000 hotels, representing more than 485,000 rooms in the United States and more than 35 other countries and territories. As of September 30, 2009, more than 700 hotels are under construction, awaiting conversion or approved for development in the United States, representing more than 59,000 rooms, and more than 100 hotels, representing approximately 9,400 rooms, are under construction, awaiting conversion or approved for development in more than 20 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.

#

Choice Hotels, Choice Hotels International, Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge, Rodeway Inn and Ascend Collection are proprietary trademarks and service marks of Choice Hotels International.

© 2010 Choice Hotels International, Inc. All rights reserved.