

For Immediate Release
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The Quality Inn & Suites Hotel in Sequim, Wash. Wins Prestigious 2011 Platinum Hospitality Award from Choice Hotels International

Sequim, Wash. (February 16, 2011) – The Quality Inn & Suites hotel of Sequim, Wash. was recently announced as a recipient of a prestigious 2011 Platinum Hospitality Award from world lodging leader Choice Hotels International, Inc. (NYSE: CHH), franchisor of the Quality.

“The Quality Inn & Suites hotel’s commitment to excellence and outstanding guest service has earned it this well-deserved recognition as of the best hotels among the Quality 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 Quality Inn & Suites hotel.”

As a top performing property among the company’s more than 4,900 U.S. franchised hotels, the Quality Inn & Suites hotel is among the top three percent of properties within the Quality brand. The hotel is one of only three hotels within the state of Wash. and one out of 27 hotels within the 1369-strong Quality brand to receive “Platinum Award” status. As one of the company’s top franchised hotels operating under the Quality 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 Quality Inn & Suites hotel today, call the Choice Hotels toll-free reservation line at 800-4CHOICE or visit www.choicehotels.com.

About Choice Hotels

Choice Hotels International, Inc. franchises more than 6,000 hotels, representing more than 490,000 rooms, in the United States and more than 35 other countries and territories. As of September 30, 2010, more than 540 hotels were under construction, awaiting conversion or approved for development in the United States, representing more than 44,000 rooms, and approximately 90 hotels, representing approximately 8,000 rooms, were under construction, awaiting conversion or approved for development in 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.

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Pictured left to right, front to back: 1st row: Bill, Jennifer, and Nancy Schade; 2nd row: Sharon Collins, Valerie Printz, Vickie Moniz, Hailey Humber, Helen Lamprecht, Ruiling He; 3rd row: Miles Carignan, Ken Smith, Stan Estabrook, Melinda Hoffman, Ervin Reed, Samantha Yorke, Roxanne Santellano

