

For Immediate Release

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MYER HOTELS IN BRANSON, MISSOURI WIN 2007 PLATINUM AND GOLD HOSPITALITY AWARDS.

BRANSON, MO – The Comfort Inn & Suites in Branson, MO has received a 2007 Platinum Hospitality Award and Comfort Inn West has received a 2007 Gold Hospitality Award from Choice Hotels International, Inc. (NYSE:CHH), one of the world's largest lodging franchisors.

The Platinum Award is a tremendous honor from Choice Hotels exemplifying exceptional service, facilities and hospitality. Only five percent of properties in the Choice Hotels system reach this standard." stated Gail Myer, VP of Operations. Both of these hotels continue to excel and receive awards each year."

The Comfort Inn & Suites and Comfort Inn West earned these prestigious awards because they met several key thresholds that are important to achieving guest satisfaction. First, the hotel scored high marks for cleanliness and property maintenance. Second, the hotels did an excellent job with customer service. Third, the hotel met or exceeded Comfort Inn & Suites and Comfort Inn standards and fulfilled the promises of Choice Hotels to consumers. Finally, guest surveys revealed that they were much more likely to recommend this hotel to friends and family following their stay because of the great experience they had.

"The Branson Comfort Inn & Suites and Comfort Inn West should be very proud to have reached this distinguished milestone," said Chuck Ledsinger, vice chairman and chief executive officer, Choice Hotels.

Chris Myer, VP of Marketing noted, "These awards testify to the fact that our hotel teams believe in our mission of 'Friendly, Fantastic Service Always' on a daily basis."

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About Myer Hotels

In the lodging business for 40 years, the Myer family has actively contributed to Branson's hospitality market for over 24 years and received numerous national awards. Myer Hotels includes the Best Western Center Pointe Inn, Best Western Music Capital Inn, Comfort Inn at Thousand Hills, Comfort Inn & Suites Branson Meadows and Comfort Inn West. The properties emphasize excellent locations, countless amenities and exceptional customer service while focusing on great value in the upper mid-scale area. For more information about these hotels please visit www.myerhotels.com.

About Choice Hotels

Choice Hotels International franchises more than 5,400 hotels, representing more than 445,000 rooms, in the United States and 39 countries and territories. As of June 30, 2007, 858 hotels are under development in the United States, representing 67,740 rooms, and an additional 85 hotels, representing 8,007 rooms, are under development in more than 20 countries and territories. The company's Cambria Suites, Comfort Inn, Comfort Suites, Quality, Clarion, Sleep Inn, Econo Lodge, Rodeway Inn, MainStay Suites and Suburban Extended Stay Hotel brands serve guests worldwide.

Additional corporate information may be found on Choice Hotels' Internet site, which may be accessed at www.choicehotels.com.

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