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**CedarCrestone Delivers Android Application for Choice Hotels International**

**ALPHARETTA, GEORGIA – October 4, 2011** – Choice Hotels International (NYSE: CHH) has successfully launched their Android application developed with CedarCrestone. One of the largest and most successful lodging companies in the world, Choice Hotels currently franchises more than 6,100 hotels, representing more than 490,000 rooms, in the United States and more than 30 countries and territories.

Today's travel customers are growing more savvy and sophisticated in their use of web and mobile applications. Catering to travelers by providing new ways to quickly locate and reserve hotel rooms is a continual goal of Choice Hotels. In order to support these goals, Choice's mobile initiative allows customers to leverage the power of mobile devices to get hotel information anywhere, any time.

The first version of their fully native Android application can be found in the Android Market at [https://market.android.com/details?id=com.choicehotels.android&feature=search\\_result](https://market.android.com/details?id=com.choicehotels.android&feature=search_result). With the current version of the application, travelers can:

- Find hotels by different criteria (city, state, zip, airport etc.). Results can be viewed in a list mode or a map mode.
- Check availability, select rates, and book a room.
- View hotel details, contact info, and a gallery of hotel photographs.
- Easily view contact numbers, emails, and web links in a comprehensive browse list and initiate a call from the app once a phone number is selected.
- Provide feedback, bug reports and feature requests.

There are several more phases planned that will progressively build more functionality into the application.

**About CedarCrestone**

CedarCrestone delivers industry-focused client success by providing consulting, technical, and managed services for the deployment, management, and optimization of next-generation applications and technology.

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### **About Choice Hotels**

Choice Hotels International, Inc. franchises more than 6,100 hotels, representing more than 490,000 rooms, in the United States and more than 30 other countries and territories. As of June 30, 2011, more than 450 hotels were under construction, awaiting conversion or approved for development in the United States, representing more than 37,000 rooms, and approximately 100 hotels, representing approximately 8,700 rooms, were 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.

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