

Choice Hotels and Outrigger Enterprises Group Announce Marketing Alliance

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Six Outrigger Affiliated Hotels Across Hawaii To Be Associated With Choice's Clarion Collection Brand

Worldwide lodging franchisor Choice Hotels International (NYSE:CHH) and leading hospitality services company Outrigger Enterprises Group today announced a new alliance through which six Outrigger-managed and/or affiliated properties representing over 3,000 rooms will be affiliated with Choice's Clarion Collection brand. The new properties are located in Honolulu, Waikiki and on the island of Hawaii and cover a range of rates, locations and styles. As part of the alliance, these Outrigger affiliated hotels can be booked through Choice's central reservations systems, including choicehotels.com and 800-4-CHOICE.

The six properties are also participating in the company's Choice Privileges rewards program where members can earn and redeem points at participating Outrigger affiliated properties in Hawaii. Members can earn points for staying at participating hotels and can redeem their points for free nights.

"This alliance is a great way for us to reward our Choice Privileges members, giving them the option to earn and redeem points at six premiere Hawaiian hotels," said Bill Carlson, senior vice president of marketing for Choice Hotels. "Additionally, this alliance will enable us to capture new business and encourage our Choice Privileges members to stay more often at our properties to reach a goal of reward nights in Hawaii."

"We are very excited to add six of our properties to one of the lodging industry's most powerful central reservations systems," said Rob Solomon, senior vice president, sales and marketing, Outrigger Enterprises Group. "We look forward to seeing Choice Privileges members at these six hotels and anticipate that this alliance will generate significant incremental demand for these properties."

"The addition of the Outrigger affiliated properties adds great new locations to the Clarion Collection brand extension," said Bruce Haase, senior vice president of brand operations and international for Choice Hotels. "We continue to identify unique, boutique and historic hotels -- as well as those that are well established in their markets like the Outrigger affiliated hotels -- that can benefit from Choice's powerful central distribution system."

The six properties now affiliated with Choice's Clarion Collection brand are five hotels on the island of Oahu -- the 1,000+-room Ala Moana Hotel, the 217-room Outrigger Luana Waikiki, the 401-room The Wyland Waikiki, the 661-room OHANA Waikiki West, and the 307-room OHANA Honolulu Airport, and on the island of Hawaii, the 309-room Keauhou Beach Resort. Plans are underway to expand the relationship to cover more hotels in the Outrigger system.

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