

Choice Hotels Names Chris Malone Chief Marketing Officer

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Choice Hotels International (NYSE:CHH) today announced that it has named Chris Malone chief marketing officer, with responsibility for the company's global consumer marketing, worldwide travel industry sales, e-commerce and reservations efforts.

With over 20 years' marketing experience, Malone has a track record of driving business results and revenues at leading organizations such as Coca-Cola, the National Basketball Association and Procter & Gamble. In this position, Malone reports to Charles A. Ledsinger, Jr., the company's vice chairman and chief executive officer.

"We are very excited to add a marketing executive of Chris's caliber to the Choice leadership team," said Ledsinger. "His expertise in developing strong, global brands that resonate with consumers and franchisees alike will be an invaluable asset as we seek to further position our Company for long-term success and drive profitable unit growth in both new and traditional market segments."

Malone most recently served as Senior Vice President, Marketing for ARAMARK Corporation, a multinational food, facility and uniform services enterprise with over \$12 billion in revenue annually. His successes during his five years at ARAMARK included adoption of its consumer-focused growth strategy, as well as developing and leading a variety of strategic marketing initiatives that helped establish ARAMARK as the industry leader in growth and brand innovation. Prior to joining ARAMARK, he was a co-founder and principal consultant at Zyman Marketing Group, a marketing strategy consultancy offering brand building, business strategy and growth acceleration services to companies across a number of industries.

Malone holds a BS from the University of Maryland at College Park and an MBA from the University of Pennsylvania's Wharton School of Business. His direct reports are Bill Carlson, senior vice president, consumer marketing, and Mary Beth Knight, senior vice president, e-Commerce.

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