



Go Mobile With Choice Hotels

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Choice Hotels International (NYSE:CHH) today announced the launch of a mobile Web-enabled Choice Hotels Website. Travelers can now access Choicehotels.com on any Web-enabled mobile devices such as cell phones and PDAs.

The mobile version of Choicehotels.com works on every mobile carrier network and allows users to search for hotels and make reservations, view and change reservations, access online profiles, log on to Choice Privileges and contact customer support.

"Our guests are on the road traveling and we wanted to make it easy and accessible for them to book hotels and manage reservations while they are on the go," said Paula Valentine, senior director of e-commerce for Choice Hotels.

No special mobile address is needed. Just type Choicehotels.com into the Web browser of any mobile device and it will automatically direct streamlined mobile content.

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