

***For Immediate Release***

Contact: Chris Myer

Tel: 417-334-6835

[chris@myerhotels.com](mailto:chris@myerhotels.com)

### **Myer Family Honored with Prestigious Premier Alliance Award**

**Silver Spring, Md. (July 25th, 2012)** – Choice Hotels named the Myer family, owners of three Choice Hotels brand properties, a Premier Alliance award recipient in recognition of their commitment to the Choice Hotels family of brands. The prestigious award was announced during an evening gala at the 58<sup>th</sup> annual convention of Choice Hotels International, Inc. (NYSE: CHH.) held in Las Vegas.

“We are deeply honored to receive the Premier Alliance award because it acknowledges the long-term, high commitment of our organization to living the concept of ‘love thy neighbor’ everyday,” said Gail Myer, vice president of Operations. “It also reflects the efforts of a very long, productive and positive relationship between the Myer family and Choice Hotels International.”

The Premier Alliance award recognizes exceptional franchisees that develop properties with Choice Hotels, live up to the brand promise through excellent property performance, and are active in the franchise community. The award recognizes owners who are truly committed to Choice Hotels and its brands.

“The Myer family has shown a tremendous amount of commitment to Choice Hotels and its brands,” said Stephen P. Joyce, president and CEO of Choice Hotels. “They are very dedicated and passionate about the hospitality industry and have truly earned this prestigious award. We applaud this team for their numerous achievements, and are honored they choose to be part of the Choice Hotels family. We wish them continued success.”

Myer Hotels is a family owned and operated hotel company located in Branson, Mo. In the lodging business for 45 years, the Myer family has actively contributed to Branson’s hospitality market for more than 28 years, and has received more than 100 national awards for their hospitality and for the quality of their hotels.

The Myer Hotels portfolio includes the Comfort Inn at Thousand Hills hotel, which was named Choice Hotels Hotel of the Year for 2012, the award-winning Comfort Inn & Suites Branson Meadows hotel, which won the title in 2011 and 2009, and the Comfort Inn West hotel, a 2012 Inn of the Year Finalist and Platinum Hospitality Award winner. These Branson properties emphasize excellent locations, countless amenities and exceptional customer service, while focusing on great value in the upper mid-scale area.

### **About Myer Hotels**

In the lodging business for over 44 years, the Myer family has actively contributed to Branson's hospitality market for over 28 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, Comfort Inn West, and Holiday Inn Express Green Mtn. Drive. 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](http://www.myerhotels.com).

### **About Choice Hotels**

Choice Hotels International, Inc. franchises more than 6,100 hotels, representing more than 495,000 rooms, in the United States and more than 30 other countries and territories. As of March 31, 2012, more than 350 hotels were under construction, awaiting conversion or approved for development in the United States, representing more than 30,000 rooms, and approximately 80 hotels, representing approximately 7,000 rooms, were under construction, awaiting conversion or approved for development in approximately 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 Hotel Collection membership program, travelers in the United States, Canada and the Caribbean have upscale lodging options at member hotels.

Additional corporate information may be found on the Choice Hotels International, Inc. web site, which may be accessed at [www.choicehotels.com](http://www.choicehotels.com).