

For Immediate Release

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**Comfort Inn at Thousand Hills Hotel of Branson, Mo.
Captures Prestigious Hotel of the Year Award**

Branson, Mo. (July 18, 2012) – The Comfort Inn at Thousand Hills hotel of Branson, Mo. is known for its resort-like atmosphere and golf-course views. But these days, the hotel staff has more to brag about – being named urban Comfort Inn Hotel of the Year by Choice Hotels International, Inc. (NYSE: CHH), franchisor of the Comfort Inn brand. The coveted award was announced during the company’s 58th annual convention in Las Vegas.

"Being selected as the best of the best franchise in the Comfort Inn brand shows that the Comfort Inn at Thousand Hills hotel is an exceptional performer," said Alexandra Jaritz, senior vice president, brand strategy and marketing, Choice Hotels. "When it comes to operational excellence and guest satisfaction, this hotel stands out among its peers as the best – which is quite an accomplishment. The Myer family, who franchise three Choice-brand hotels, is known for winning top recognition for their hotels. We are proud to count them among the Choice family, and applaud their sustained commitment to their guests and the hospitality industry."

Hotel of the Year winners all rank near the top of hotels within their brand and represent the properties most committed to customer satisfaction. The Choice Hotels Owners Council presents the awards to properties that best demonstrate lodging excellence by offering services and guest experiences that set the standards for the entire industry.

The Myer family has been in the lodging business for 45 years and has actively contributed to Branson’s hospitality market for more than 28 years. The company’s Comfort Inn at Thousand Hills hotel not only was named the 2012 Hotel of the Year, but it was a finalist for the award the last two years running. The property joins two other award-winning Myer Hotels properties in Branson, including the Comfort Inn & Suites Branson Meadows hotel and the Comfort Inn West hotel. All three Myer properties were selected as finalists for the Choice Hotels 2012 Hotel of the Year, and two of these properties were recognized as finalists for 2011 and 2010, with the Comfort Inn & Suites hotel winning the prestigious Hotel of the Year title in 2011 and 2009.

Myer Hotels is no stranger to having top-ranked hotels. Collectively, the company has received numerous national hospitality awards. "To have three properties in the top three is incredible!" said Chris Myer, vice

president of marketing. "Our team works very hard and we are committed to continuing to provide our guests with the hospitable service they deserve."

Gail Myer, vice president of operations added: "We are deeply honored to receive this award because it recognizes our commitment to provide guests with an optimal experience. Our entire staff is dedicated to ensuring all guests have the best experience each and every time they visit us, and this award shows that our hard work is appreciated."

The Comfort Inn at Thousand Hills hotel offers a balanced blend of features and amenities for both business and leisure travelers. It is located minutes from the Andy Williams Moon River Theater, the Branson Variety Theater, Hollywood Wax Museum, and the Grand Village shops. Guests of this 108-room hotel will enjoy free wireless high-speed Internet, an exercise room, a game room, an indoor heated pool, hot tub and sauna, and a free full hot morning breakfast.

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.

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.

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