



For Immediate Release

Choice Hotels International Relies on IMN to Streamline Internal Email Newsletter Communications with 6,000 Properties across 11 Brands

Global Hospitality Franchise Depends on IMN's Digital Marketing Platform to Distribute Brand Content and Regulatory Materials to Owners and Managers

WALTHAM, Mass. – April 24, 2012 – [IMN](#), the digital marketing company that delivers branded newsletters and content for vertical markets, today announced that Choice Hotels International, Inc. is leveraging its digital marketing platform to communicate with owners and general managers within its 6,000 franchise properties across 11 brands in 38 countries. With IMN, Choice Hotels is able to create, send and manage its own informative newsletters for internal communications.

“Since franchisees are the most important part of our business, representing the front line of our brands, it is critical that we are able to communicate with them consistently and concisely on a regular basis,” explained Kelly Kane, vice president of corporate communications, Choice Hotels International. “IMN makes this process easy, enabling us to share pertinent brand materials and regulatory information as well as other content that addresses the varying business needs of the franchise property owners.”

Struggling with the deliverability issues inherent in its homegrown solution, Choice Hotels sought an alternative platform that would make it easier to manage and deliver its internal newsletters to franchisees. The organization ultimately selected IMN's digital marketing platform for its ease of use, functionality, tracking and traceability. Now, Choice Hotels can easily distribute valuable content to its 6,000 properties.

“Our digital marketing platform is designed to provide our customers with a compliant, reliable solution that also offers the ultimate in flexibility and customization,” said Eric Shealy, vice president, Vertical Solutions Group, IMN. “With IMN, Choice Hotels has instituted a seamless way to communicate consistently across thousands of properties worldwide.”

About Choice Hotels

Choice Hotels International, Inc. (NYSE: CHH) 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 December 31, 2011, more than 400 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 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 Collection membership program, travelers in the United States, Canada and the Caribbean have upscale lodging options at historic, boutique and unique hotels.

Additional corporate information may be found on the Choice Hotels International, Inc. Web site, which may be accessed at www.choicehotels.com.

About IMN

IMN is the [digital marketing](#) company that delivers [branded newsletters](#) and content for more than 4,000 organizations worldwide. By combining custom, vertically-oriented content with advanced publishing technology and services, IMN enables companies to engage with their prospects and customers to drive business results via email, mobile and social platforms. In addition to taking advantage of IMN's expertise within the automotive, banking and direct selling industries, customers benefit from analytics-based intelligence that provides insight into buying behavior and purchase preferences to successfully encourage [brand loyalty](#) and generate leads. For more information, visit <http://www.imninc.com> or the [IMN Blog](#). Follow IMN on Twitter [@loyaltydriver](#) or engage on the [IMN Facebook brand page](#).

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Media Contact:

Kate Thermanen

fama PR

phone: +1 617-986-5006

email: imn@famapr.com