

Choice Hotels® Partners with M2 Media Group to Offer Magazines in Rewards Program

Choice Privileges® expands reward options to include magazine subscriptions

Stamford, CT (June 20, 2008)—M2 Media Group, LLC, a leading magazine subscription agency, has partnered with Choice Hotels International®, one of the largest and most successful lodging franchisors in the world, to offer magazine subscriptions in its **Choice Privileges®** rewards program. The program will enable members to exchange their points for some of America's most popular magazines. Subscriptions will typically be one-year terms and offered at varying point levels.

"We're thrilled to partner with Choice Hotels to offer **Choice Privileges** members another great way to redeem points," said Michael Borchetta, chief executive officer of M2. "Magazines are an attractive reward category, consisting of great brands and something for everyone."

"M2 Media Group provides a one-stop, seamless solution for us to offer an array of great magazine titles," said Daniel Guerzon, director of **Choice Privileges**. "We're excited to bring Magazine Rewards to our members."

About Choice Hotels

Choice Hotels International franchises more than 5,500 hotels, representing more than 450,000 rooms, in the United States and 37 countries and territories. As of September 30, 2007, 872 hotels are under development in the United States, representing 68,853 rooms, and an additional 82 hotels, representing 7,970 rooms, are under development in more than 20 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.

About M2 Media Group, LLC

M2 Media Group (m2mediagroup.com) is a leading magazine subscription agency specializing in innovative magazine marketing programs. The company was founded by industry veterans, who have 30 plus years' combined experience in magazine publishing, circulation and partnership development. M2 operates magazine programs with brand leaders such as Orbitz, eHarmony and Barnes & Noble.

M2 owns several leading magazine services, including Blue Dolphin (bluedolphin.com), an online magazine retailer; MyPrice Magazines (mypricemagazines.com), a Name Your Own Price® magazine service operated under license from Priceline.com; and Mercury Magazines (mercurymagazines.com), one of the largest online distributors of business and trade publications.