

PRESS RELEASE – July 2007

Choice Hotels Names Finalists in Interactive Agency Search

[Release 7/21/07] **NEW YORK** Choice Hotels International has selected two agencies to participate in the final round of its interactive review for its U.S. digital business, according to **Laura Bajkowski** of [Bajkowski + Partners](#), the [agency search consultant](#).

The agency finalists are **imc²** of Dallas, Tx, and **Organic**, which has mounted a multi-office pitch with San Francisco and New York sharing the lead. Choice Hotels' incumbent agency, **Agency.com** declined to participate.

The assignment includes interactive media and creative for Choice's ten brands: Cambria Suites, Clarion, Comfort Inn, Comfort Suites, Quality Inn, Sleep Inn, MainStay Suites, Suburban Extended Stay Hotels, Econo Lodge and Rodeway Inn. All SEO/SEM duties have been taken inhouse and will be handled by Choice's Phoenix-based eCommerce department.

Choice's interactive spend has not been disclosed.

Havas' **Arnold**, McLean, Va and **MPG**, Boston, Ma retained lead agency duties on traditional creative and media respectively. This relationship has been in place since January 2001. The new interactive agency will be expected to leverage the current tagline, "We'll See You There" and integrate the media and creative plans with the work from the Havas' agencies.

A decision on an agency is planned within the next few weeks.

About Choice Hotels International

Choice Hotels International is one of the world's largest lodging franchisors, marketing more than 5,000 hotels open or under development in 43 countries under the Comfort Inn, Comfort Suites, Quality, Clarion, Sleep Inn, Econo Lodge, MainStay Suites and Rodeway Inn brand names. For more information on Choice, visit the company's web site at www.choicehotels.com. [Choice Hotels](#), [Choice Hotels International](#), [Comfort Inn](#), [Comfort Suites](#), [Quality](#), [Sleep Inn](#), [Clarion](#), [MainStay Suites](#), [Econo Lodge](#) and [Rodeway Inn](#) are proprietary trademarks and service marks of Choice Hotels International.

About Bajkowski + Partners

Headquartered in New York City, Bajkowski + Partners is a specialized consulting firm providing global and regional clients with marketing management and agency search consulting services that deliver customized solutions to today's business challenges. Laura Bajkowski is managing principal of Bajkowski + Partners and can be reached at Laura@Bajkowski-Partners.com or ++212.226.3919. www.bajkowski-partners.com www.twitter.com/laura_bajkowski ©2007 Bajkowski + Partners. All Rights Reserved.