

CHOICE HOTELS INTERNATIONAL INC /DE

Form 8-K

January 05, 2010

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

WASHINGTON, D.C. 20549

**Form 8-K**

**CURRENT REPORT PURSUANT**  
**TO SECTION 13 OR 15(d) OF THE**  
**SECURITIES EXCHANGE ACT OF 1934**

**Date of Report (Date of earliest event reported) January 5, 2010**

**Choice Hotels International, Inc.**

(Exact Name of Registrant as Specified in Its Charter)

**Delaware**  
(State or Other Jurisdiction

of Incorporation)

**001-13393**  
(Commission File No.)

**52-1209792**  
(I.R.S. Employer

Identification Number)

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**10750 Columbia Pike Silver Spring, Maryland**  
(Address of Principal Executive Office)

**20901**  
(Zip Code)

**Registrant's Telephone Number, Including Area Code: (301) 592-5000**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**ITEM 7.01. Regulation FD Disclosure.**

The Company is furnishing the following pursuant to Item 7.01, Regulation FD Disclosure :

On January 5, 2010, Choice Hotels International, Inc.'s President and Chief Executive Officer, Stephen P. Joyce and other members of the Company's senior management team are scheduled to provide an update on Choice's business operations, growth strategies and outlook for 2009 and 2010 via a publicly accessible Webcast. The update will be provided in part through written presentation materials. These presentation materials contain certain non-GAAP financial measures, and a reconciliation of those measures to the most directly comparable GAAP measures is included in the material. The presentation slides are furnished as Exhibit 99.1 to this Form 8-K.

The presentation material and audio from the event will be accessible via live Webcast at [investor.choicehotels.com](http://investor.choicehotels.com). An archive of the session will be available on the Web site until February 15, 2010.

**ITEM 9.01. Financial Statements and Exhibits.**

*(d) Exhibits.*

Exhibit 99.1 Choice Hotels International, Inc. Presentation, dated January 5, 2010.

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**Choice Hotels International, Inc.**

Date: January 5, 2010

By: */s/* DAVID L. WHITE  
**David L. White**  
**Senior Vice President, Chief Financial Officer**  
**& Treasurer**